

The Dry Goods Review

CANADA

....

Spring Trade Number
January 1902

MacLean Publishing Co., Limited
Montreal, Toronto, St. John, N.B.
London, Eng., New York

WYLD-DARLING

COMPANY, LIMITED

TORONTO

SPRING 1902 SPRING 1902

ATTRACTIVE

Dress Goods

Soliels
Satin Cloths
Broadcloths
Panne Cloths
Venetian Cloths

Best we have ever shown. SEE THEM.

Poplins
Lustres
French Voiles
French Royales
Cawdon Crepes

DRESS

The Season's Novelty **"EMFIR" CLOTH** All Colors

Soliels, Satin Cloths, Venetians.

"E39," 39/40 inch; sell at 25c.—all colors.

SPECIALS:
Dress Serges

"Champion," 42/44 inch; sell 50c.
"Victor," 54/56 inch; - sell 75c.

LADIES' SUITINGS, FRENCH CHEVIOTS, HOMESPUNS, FRIEZES, SILKS,

WASH GOODS
Organdies
Lappets
Batistes
Dimities
Piques

Better than ever.

PRINTS

EXCELLENT
Cloth, Ranges and Styles.
PLEASE EXAMINE.

WASH GOODS
Linon Lawns
Victoria Lawns
Swiss Muslins
Ginghams
Silkalines

CURTAINS

Bleached and Unbleached — Linen and Cotton — Huck and Damask — Fancy Linen

Tablings Towellings Towels Cloths

Jobs in Table Covers and Napkins.

CURTAINS

New Designs — Large Variety — Taffeta and Neck

Laces Embroideries Ribbons

Valenciennes, etc. — Special, to sell 5, 8, 10c. — All Colors.

Cashmere Hosiery — Great assortment. Plain and Ribbed. New stock of Nos. 35, 37, 72.

Hermsdorf Dye Cotton Hose — Split soles in natural, maco and red cashmere, white polka dots on Cardinal, Blue and Black.

Spring — Men's — Men's ½ — Colored

"WOLSEY" UNDERWEAR, HOSE, SHIRTS

LETTER ORDERS PROMPTLY SHIPPED. WYLD-DARLING Company Limited

S. GREENSHIELDS, SON & CO.

MONTREAL

GREENSHIELDS & CO., Limited,

VANCOUVER.

SPRING 1902

The best values in all lines of DRY GOODS will be found in our stock for the coming season. We are confident you can make money with our goods.

FLANNELETTES

in Printed and Woven Goods.

20,000

PIECES

in all shades and newest designs.

We offer the entire lot at lowest possible price.

See the Goods in our Warehouse
or samples from any of our

54 TRAVELLERS

S. Greenshields, Son & Co.

MONTREAL

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

PLEASE NOTE the following
Special Lines we are showing for

SPRING AND SUMMER WEAR

Canadian Muslins *Plain and Fancies.*
American Muslins *Plain and Fancies.*
Real French Muslins
French Mercerized Lawns
All the Newest Styles in *White Goods*
Printed Sateens
Crum's Prints
Bolero Flannels

If you want the best see the above lines before ordering.

S. GREENSHIELDS, SON & CO.

Montreal.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

THE DOMINION COTTON MILLS CO.

Limited

SPRING 1902

FANCY LINES.

	Cts.
N.N. Sateen (Fancy, Aniline, Indigo)	10
A. Duck Costume	8
AA. " " Indigo	10
AA. " " Aniline	10
C. " "	11
X.X.K. Skirting	10
B. 23 Moreen Skirting	10
Duchess Apron	12
B. 25 Durban Drill (Indigo, Aniline)	9¾
B. 24 H. Twill (Indigo, Aniline)	11
B. 42 Magog Tweed	9
B. 27 Ladas "	10
" " Aniline	11
B. 10 Salisbury Costumes	8

	Cts.
B. 10 Summer Suitings	8
B. 14 N.B. Suitings	8
B. 47 Art Muslin	5
B. 46 Crepe Cretonne	6½
B. 30 Twill "	7½
B. 31 Ottoman "	9
B. 32 Oatmeal "	10
B. 34 Sateen "	15
Corded Muslin	9¾
B. 45 Fancy Foulard	10
M. 5 Lustrine	12½
M. 6 "	12½
B. 48 Taffeta Foulard	12½
B. 49 Finasilk	13½

SLEEVE LININGS.

B. 11 Sleeve Linings 39/40 in.
B. 22 " "
B. 33 " "

B. 44 Sleeve Linings, 39/40 in.
B. 36 " "
B. 37 " "

MOLES.

B. 28 Heavy Moles.

B. 29 Extra Heavy Moles.

—MONTREAL, October 1, 1901.

We carry a complete stock of all these goods.
S. Greenshields, Son & Co.
Montreal.

STAPLE LINES.

	Cts.
H. Cloth	4⅞
No. 1, Cloth	5¾
Regattas, Checks, Plates, Dark Fancies, Seal Brown — Navy, Aniline Fancy Blouse Styles, Quiltings	
Special — No. 2, Cloth	7½
Regattas, Checks, Plates Pompadour and Aniline Fancies Light and Dark Fancies Mixtures and Solid Colors, Quiltings Black and White, Seal Brown, Cardinals	
HHH. Heavy Cloth	8
Regattas, Plates Dark Fancies and Mixtures Blouse Styles Lilac and Pinks Cardinals Omish	

	Cts.
AAA. Heavy Cloth (Aniline Fancies)	8
Special — C. Cloth	9¾
Regattas, Blouse Styles Medium and Dark Fancies Aniline Fancies, Solid Colors Steel Greys Chambrays Lilacs and Pinks, Mixtures New Blues Black and White Cardinals Reds	

INDIGO.

	Cts.
S.C. Indigo	8
D.C. Indigo	10
XXX. Indigo	10
G.C. Indigo	12

We draw special attention to our Indigo Cloth.
We guarantee them to be pure Indigo dye, and serviceable goods.

S. GREENSHIELDS, SON & CO.

MONTREAL

GREENSHIELDS & CO., LIMITED, VANCOUVER, B.C.

Canadian Lining Department

The great advance in the manufacturing, dyeing and finishing of the high-grade Linings made by

THE MONTREAL COTTON CO., VALLEYFIELD

We carry the largest stock and sell more of these goods than any other house in Canada.

has been fully maintained during the last few months, and they are now offering a large range of new effects in those goods, including—

New Percalines in standard qualities.
Duchesse Percalines, fast black and colors.
Peau de Soie, fast black and colors.
New lines in Checked and Fancy Muslins.
New lines in Plain Victoria Lawns.
New lines in Soft Mulls.
New lines in Lappet Muslins.
New lines in Spot Muslins.

Also full range in Fast Black Muslins in Grenadine Effects. We have secured a full range of above, and our advice is:

PLACE YOUR ORDERS EARLY.

In addition to above, we continue to carry, as usual, the full range of all other Staple and Fancy Lines manufactured by The Montreal Cotton Co., and which the best retail trade now universally insist upon getting.

THE MARKET IS FIRM. Prices may be advanced any day.

Cable Address,
"Wander," Montreal.

A. B. C. Code Used.

The Colonial Bleaching & Printing Company

LIMITED

OFFICE—232 McGILL STREET,
Telephone Main 2540.

MONTREAL, September 20, 1901.

1902--SPRING PRICE LIST--1902

We are the largest handlers of these goods in Canada.
S. GREENSHIELDS, SON & CO.
MONTREAL.

PRINTS.

L P. 24½/25 in	4⅞
M P. 28 in	7½
H. P. 31/32 in	8
C. C. 30 in	9¾
M. K 32 in. Ex Heavy Navy Print	10

DUCKS.

28 in. Navy and White, Black and White	9¾

SATEENS.

Fancy Dress Sateen 30/36 in	12

KITCHENER TWEED.

26 in	9

DRILLS.

Heavy 31/32 in	12

TWILLS.

87 Black and White, and Navy and White, 32 in	10

MUSLIN.

35 in. Fancy Blouse Muslin	8

FLANNELS.

A. A. 27/28 in	8
B. B. 28/29 in	8

PEWNY'S KID GLOVES

ARE SOLD BY ALL THE LEADING STORES THROUGHOUT CANADA.

What has made them so popular with the trade?

The FIT and QUALITY, backed up by the maker's guarantee with every pair.

WE HAVE NOW IN STOCK a large assortment for

SPRING 1902

and can fill all orders for the Latest Styles and Colors promptly.

Handle this line during the year and your Glove Department will show handsome profits.

S. GREENSHIELDS, SON & CO.

Sole Selling Agents for Canada.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C

S. GREENSHIELDS, SON & CO.

MONTREAL.

T. DEPARTMENT

Dress Trimmings of all Descriptions
Ball Pearl Buttons
Belts, full range,
Chatelaine Bags—Leather and Metal

NOW IN STOCK

The most complete

Notion Department in Canada.

It will pay you to write us for anything you want in this line.

LINENS

We have now in stock

A FULL ASSORTMENT of

HOUSEKEEPING LINENS

THE MANUFACTURE OF

Messrs. James & Thomas Alexander, Limited, Canmore Works, Dunfermline.

The goods made by this well-known firm are unequalled for their quality and superiority of finish.

S. GREENSHIELDS, SON & CO., Montreal

Sole Selling Agents for Canada.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

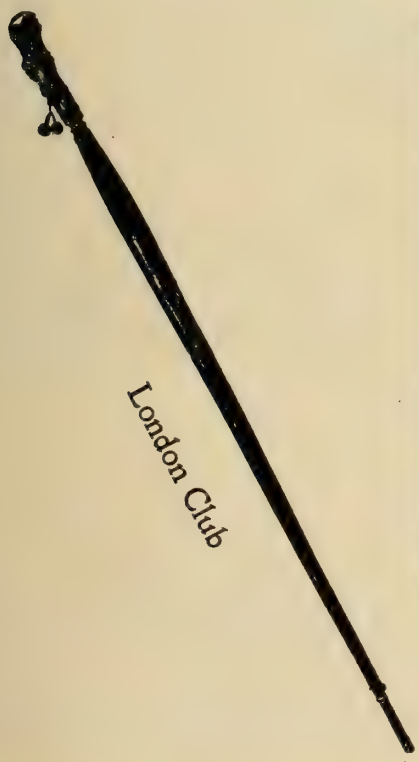


At Last

An Umbrella that you can guarantee to be

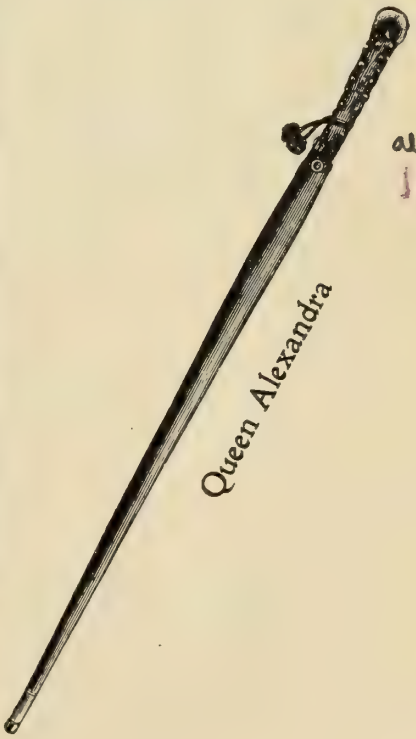
Absolutely Fast Black

All Standard Made Umbrellas bear our Trade Mark
Unalterable Fast Black
Permanent Finish
Wet will not affect Colour or Finish





Four of our Leaders



allT. montoffice
JAN 10 1902

We are now showing a very large range of the LATEST and NOBBIEST Handles for Ladies' and Gents' Umbrellas. Write us for samples and prices before placing your Spring order.

The Standard Umbrella Mfg. Co.,

FACTORY, 16 COTE ST.,
OFFICE, 30 HOSPITAL ST., MONTREAL

CORONATION—JUNE 1902

"UNIO" RANGE OF Souvenir Picture Handkerchiefs, FLAGS and Decorations

AGAIN LEADS THE MARKET.

Largest Variety ! Best Designs ! ! Cheapest ! ! !



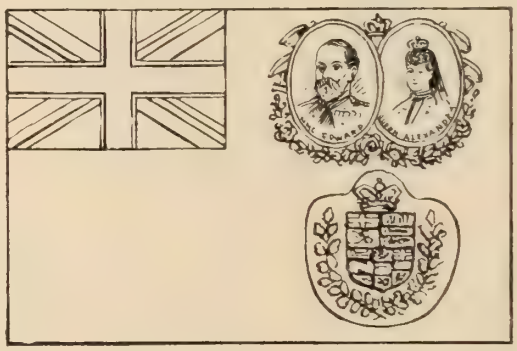
No. 100—24 in., "The Imperial."
Also other lines.



No. 500—30 x 29, "Our Empire" (Red Ground).
No. 501—30 x 29, "Our Empire" (on White Ground).

Various Designs

from 7½d. upwards.



No. R.C.P. 34 x 22, Royal Canadian Picture Flag.

Flags, Various Pictures and General Range.

Samples and Illustrated Lists now issued all over Canada.

—See you get our goods.—
All bear our Trade Mark ticket:

ASK YOUR WHOLESALE HOUSE FOR THEM.

BROWN, GRAHAM & CO.

37 Glassford Street,

GLASGOW.

Also LONDON and MANCHESTER.

R. FLAWS & SON, Canadian Agents, TORONTO.



THE

Bagley & Wright Man'fg'. Co.

318 St. James St., MONTREAL.



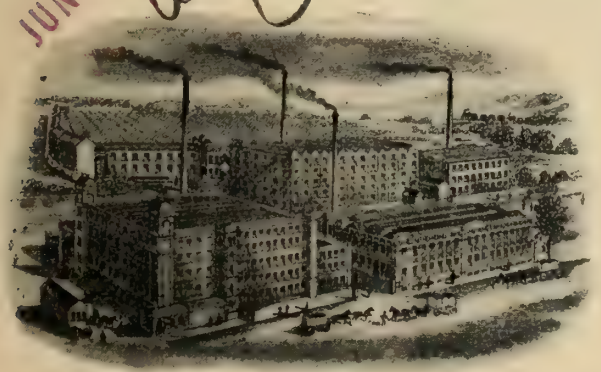
Montreal Warehouse.

SPECIAL LINES FOR SPRING

DRESS MUSLINS
CURTAIN MUSLINS
ART MUSLINS
HOSIERY, LINENS

Best value in the trade

JUN 11 1902



Mills—Oldham, England.

Travellers now on the road with full lines of Samples.

THE

Slingsby Manufacturing Co.

LIMITED

BRANTFORD, ONTARIO.

MAKERS OF

Our new samples are now ready. See them before ordering.



Our traveller will call upon you shortly.

Bed Blankets
Flannel Sheetings
Camp Blanketings
Kersey Cloths
Costume Cloths

Horse Blankets
Collar Cloths
Fancy Linings
Mackinaws
Stocking Yarns, etc.

MAIL ORDERS RECEIVE PROMPT AND CAREFUL ATTENTION.

REPRESENTATIVES:

C. H. Forster,
30 Merchants' Building,
50 Bay St., TORONTO.

W. H. Reed,
42 Nordheimer Building,
MONTREAL, QUE.

SPRING 1902

WRAPPERS! WRAPPERS!

BUY DIRECT FROM THE MAKERS.

STYLE 78.



Designed by the Canadian Wrapper Mfg. Co.

Style,
Make,
and
Finish
Unsurpassed.

All the
Latest
Imported and
Domestic
Goods

"Up-to-date."

Impress this label on your memory:



It is a guarantee of the best made wrapper on the market.

See our Travellers' Samples or Write us Direct.

CANADIAN WRAPPER MFG. CO.

Telephone 4589 Main.

Montreal.

DELFOSSE & CO.

MANUFACTURERS OF

Window and Store Nickel and Wood Fixtures, Show Cases, Triplicate Mirrors, Shoe Fixtures, Hat Stands, Store Stools, Umbrella Cabinets, Wax Figures.

WE MAKE A SPECIALTY OF PERFECT-FITTING FORMS, ENLARGING FORMS.



"GRAND PRIX" WAX FIGURES.

We guarantee all our Wax Figures against frost and heat. Our Figures are made of the very best hard pure wax. The new process of coloring faces does not rub off and can be washed. All sorts of repairs neatly done.



SHOE AND HAT DISPLAYERS.

In all the latest designs.



NEW SUIT STAND.

With Shoulder Attachment. Trouser and Vest Rod may be changed to stand at right angle or straight across.

Very effective in showing Suits or Overcoats.



THE NEW ADJUSTABLE MIRROR.

This Mirror is specially adapted for use in Millinery Stores, Hat and Clothing Stores, Tailoring Establishments, Dressmaking Room and Mantle Department, in Stores, and where used in connection with another mirror it gives a free and distinct view of the back of the head and body, shows set of hat, dress or other garment. This Mirror is attached to a telescoped arrangement and secured to the frame of large Mirror, or to the wall. The telescopic arrangement will swing either way, and when not in use may be closed up. The Mirror is connected with the telescope by a rod which allows the Mirror to be lowered and raised to any desired height, as well as to be turned to any desired position. Size of Mirror, 12 in. diameter.

Mounted in Nickel, $7.50
Oxidized Finish . . 8.00 } each.



WE MAKE THE HIGHEST GRADE OF

Triplicate Mirrors

IN ALL SIZES AND DESIGNS.

ASK FOR OUR NEW CATALOGUE FOR 1902.

DELFOSSE & CO., 1782 Notre Dame St., MONTREAL



JAN 22 1902
RETURNED Mont. Office.

Costume of Point de E'sprit Net Trimmed with Chiffon Pleating

Kyle, Cheesbrough & Co., = Montreal

The Lace Warehouse

are this year far exceeding in their Spring 1902 display anything they have heretofore offered the Trade in Fine Fabrics and **Up-To-Date Novelties.**

We are showing in **Dress Goods** only the **newest materials and styles,** comprising, in part, **Wool Armure** in plain and fancy. **Voile Taffetirrette Eolienne, Crepe Soliel, Wool Crepoline, Black Epangle Cloth,** all in both French and English manufacture. Also **Fancy Colored** and **Black Grenadines** in Silk and Wool Mixtures.

Our Black 36-inch Lustres, from 12½c. up, and our **"K.C." 42-inch All-Wool Armure,** in all new shades, at 25c. a yard; also our **G312 Black 42-inch Poplin,** at 60c., are **unusually good value,** and indicate what we are doing right through our Dress Goods Department.

We show in **Cotton Dress and Blouse Fabrics, Black, Colored and Fancy Grenadines, White, Colored, Fancy and Black Muslins, Colored Lace Muslins, Fancy Organdies, Plain and Fancy Chambrays,** and many other lines in English, French and American manufacture.

In **Laces** we take the front rank as usual, and offer an unequalled variety of **Edgings, Insertions and All-Overs** in almost every make of Lace known to the world.

Our **Novelty** exhibit includes the largest and richest assortment of **Collars, Fichus, Bolero, Lace Waists, Sequin Silk and Fancy Nets,** etc., ever offered in this market. Collars ranging in prices from $1.25 to $37.50 doz.

KYLE, CHEES

16 St. Helen Street,

RETURNED JAN 10 1902 to Montreal Office.

use of Canada

In our Silk Department we show a large range of **Plain and Fancy Silks, Pongee, Silkoline, Pastel Silks, Taffetas,** etc. ; also **Colored Satins** in the new shades.

Trimmings—We show an almost endless variety in **Sequin, Silk, Soutache, Embroidered and Galon,** ranging in prices from 25c. doz., to $4.50 a yard.

Belts and Buckles include all newest styles and materials. An up-to-date showing.

In Veilings and Nets we have a most complete range, including the **new reversible Velvet Spot.**

Hair Ornaments, Combs, Pins, etc., in new designs and large variety.

Hosiery, Gloves and Underwear in **Cashmere, Cotton, Lisle Thread and Silk.**

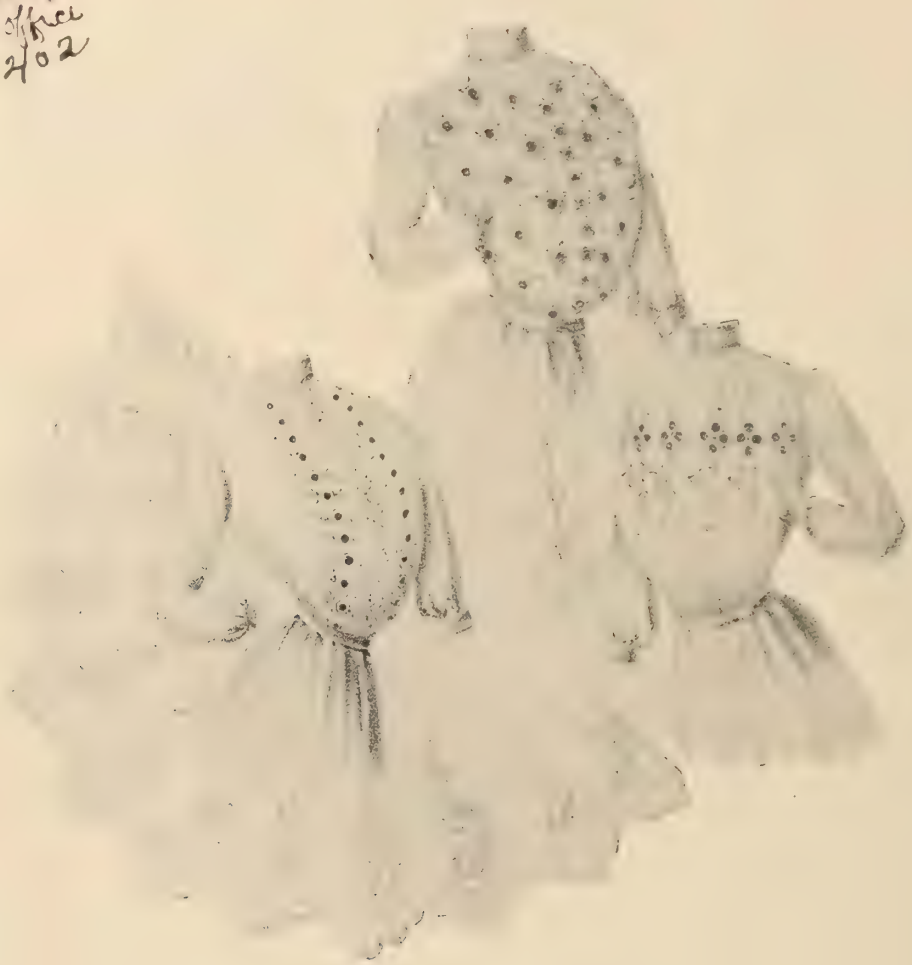
"Queensgate" Hose. We are sole agents in Canada for the "Indelible Black" "Queensgate" Cashmere Hose.

Letter Orders Solicited.

BROUGH & CO.

- *MONTREAL.*

Mont. Office
Jan 2/02



Above Blouses are made of Embroidered Ponginette and Embroidered Sheer Muslin. The Collars are of the collection of . . . . . .

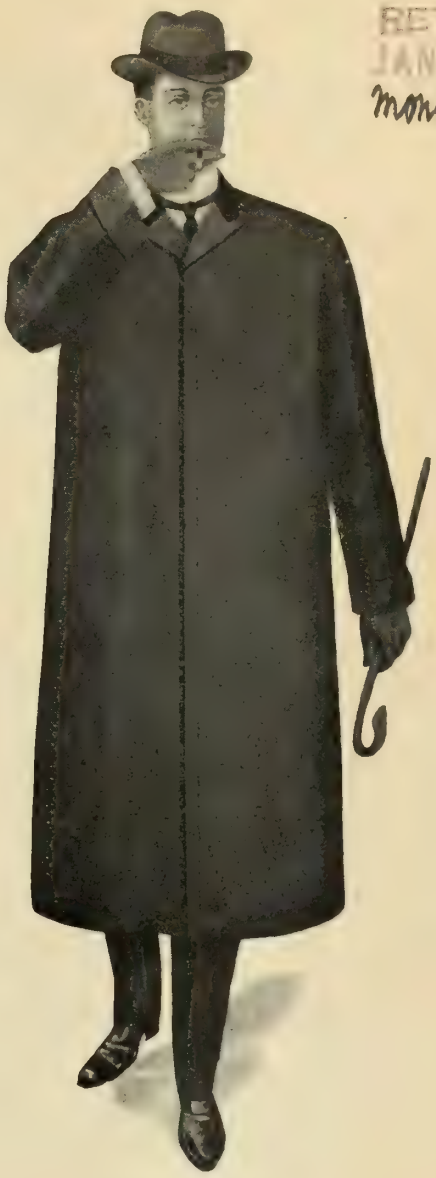
Kyle, Cheesbrough & Co.

Montreal.

RETURNED
JAN - 7 1902
montreal off

Your Customer will ask you for the

Beaver Brand Macintosh



"DANDY"

Guaranteed Waterproof

and never to harden.



"IMPERIAL"

Write for Spring Catalogue, showing all the latest styles.

The Beaver Rubber Clothing Co., Limited

1851½ Notre Dame Street,

MONTREAL.

1902 CEETEE 1902

Guaranteed Unshrinkable

PURE WOOL

CEETEE *is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped* **CEETEE** *we* **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

THE C. TURNBULL CO. OF GALT

Limited

GOULDING & CO.,
30 Wellington St. East, TORONTO.

JOS. W. WEY,
6 Bastion Square, VICTORIA, B.C.

OUR OBJECT IS:

To do Business with the General Stores.

FOR JANUARY WE OFFER SPECIAL SNAPS IN ALL LINES OF STATIONERY;

Writing Pads	Pencils
Note Paper	Pen Holders
Envelopes	Papeteries
Blank Books	Pens.

Two to Brown Bros
RETURNED
JAN 20 1902
S.B. 1/52

EVERYTHING IN SCHOOL SUPPLIES.
SEND FOR OUR CATALOGUES OF STATIONERY, ETC.
BOOKS, GAMES, FANCY GOODS, ETC.

THE COPP, CLARK COMPANY, LIMITED
64-66 Front Street East, **TORONTO**

THE BROWN BROS., LIMITED.

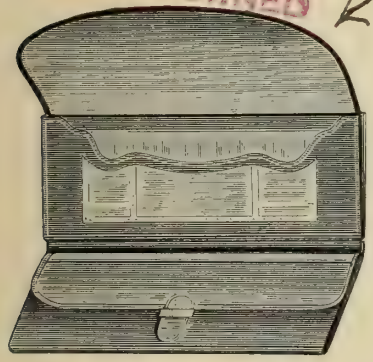
Wholesale and Manufacturing Stationers.
Makers of Account Books and Leather Goods—all kinds.

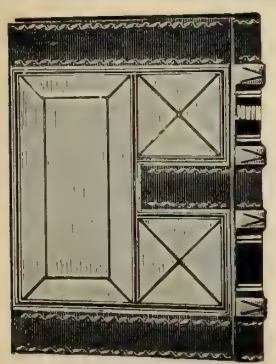
51-53 Wellington St. West, TORONTO.

Two RETURNED

Our Specialties:

Complete stock always on hand.
Right goods at right prices.





STATIONERY-Envelopes, Pens, Inks, Pencils, etc.

ACCOUNT BOOKS-Standard Count and Value.

LEATHER GOODS-Purses, Portfolios, etc.

PAPER-All kinds--All makes--All prices.

OFFICE SUPPLIES-Everything required.

STATIONERY NOVELTIES-Wonderful Variety.

BOOKBINDING-In every style of the art.

We manufacture largely ourselves. Import from the best sources. Aim to have the most complete, "Up-to-date" Stationery House in the Dominion. We invite inspection. Letter orders receive prompt attention. Established nearly half a century. Call and see our new warehouse.

WYCLIFFE

Cashmere Hosiery



Pure Wool Unshrinkable Underwear

We are sole representatives in Canada for the celebrated **"Wycliffe"** Hosiery and Pure Wool Unshrinkable Underwear.

MANUFACTURED BY

GREENWOOD & MOULDS

ALSO AT
59 Gresham St., London.

Leicester, England.

A complete range of their samples are now in the hands of our travellers. We would respectfully ask Canadian merchants, when in England, to call on Messrs. Greenwood & Moulds and inspect their goods.

PRIME & RANKIN

22 Front Street West,

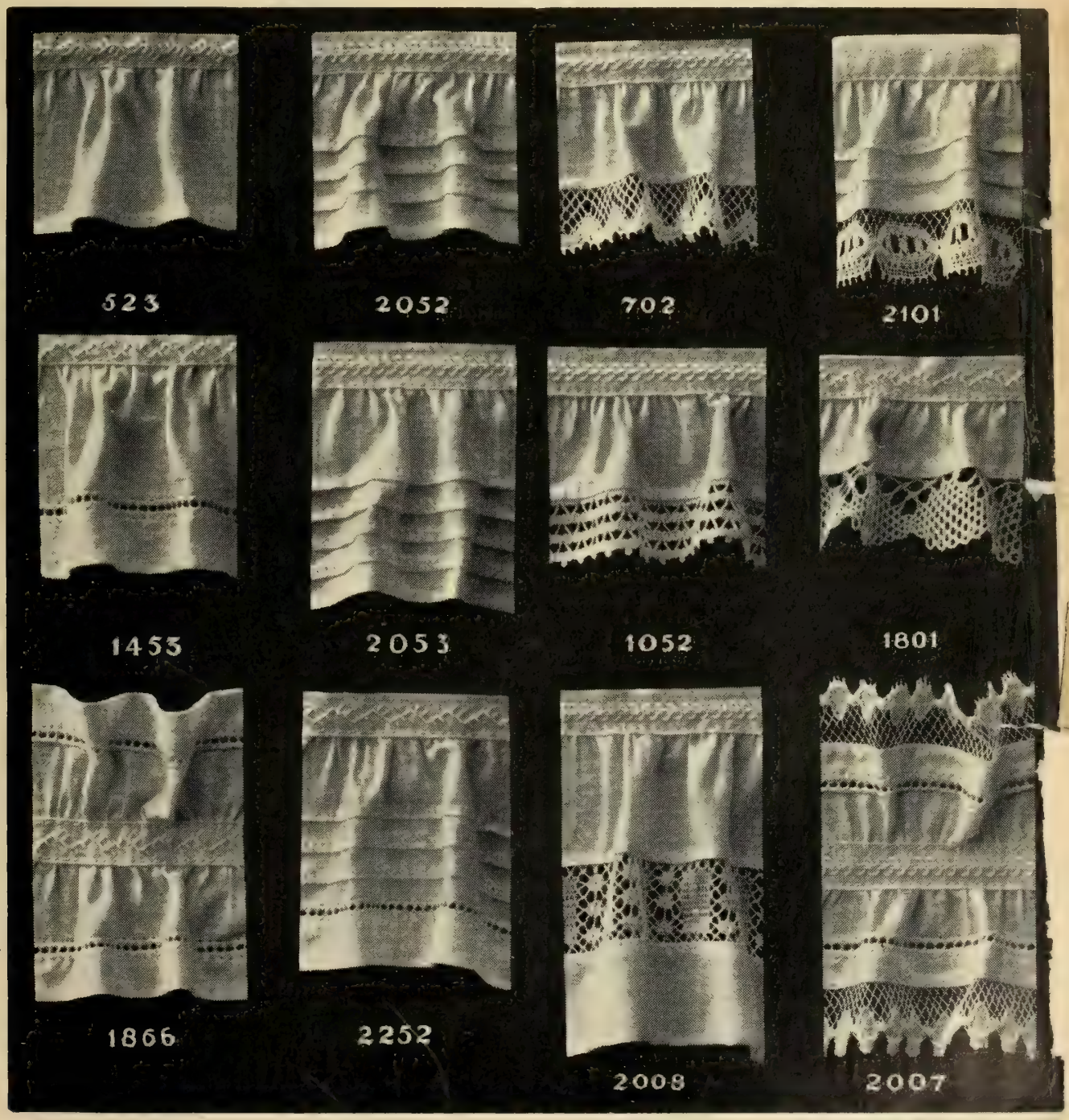
Toronto

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.



Wishing You a Prosperous

NEW YEAR.

Let your first good resolution this year be to sell

The New Idea Pattern

Don't let another year pass without testing its capabilities.
It will attract customers.
It will advertise your business.
It is unquestionably the most reliable, perfect-fitting, up-to-date Pattern on the market,

AND THE LOWEST-PRICED.

Thousands of the dry goods merchants of America and Canada (amongst whom are most of the shrewdest and most famous traders on the Continent) sell is, and advertise it as

THE BEST PATTERN.

It seems to us that we can use no greater argument than this to induce you to handle our Pattern. Are you not throwing away golden opportunities by not taking advantage of our propositions? It matters not how large or small your store may be, we can supply you with an adequate stock, and can show you how to make it profitable.

THE NEW IDEA PATTERN COMPANY

Home Office :
636-638 Broadway
New York City.

Western Office :
232-234 Fifth Ave.
Chicago, Ill.

St. Louis Office :
Broadway and Locust Streets
St. Louis, Mo.

Canadian Office : 75-79 Victoria Street, Toronto, Ont.

THE CANADIAN
DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, JANUARY, 1902. No. 1.

How New York Department Stores are Run.

POINTS IN A SYSTEM THAT OTHER MERCHANTS MAY UTILIZE.

Specially written for THE DRY GOODS REVIEW by a Man in the Trade.



IN its wonderful growth within the last decade, the modern department store has shown in the highest form the power which comes from union. In no other organization, perhaps, has the tendency of the times towards concentration been so clearly demonstrated. All the theories and practices of previous commercial eras have been swept away by the remarkable men who have made the department store of to-day one of the greatest and most powerful of modern institutions. Ideas apparently irreconcilable have been harmonized, and from chaos has come system.

A TREMENDOUS COMMERCIAL FORCE.

A veritable puzzle, this new and complex machine! It proves all signals false. It makes opposites agree. It follows the methods of monopolies, and, while reducing prices, stimulates production and raises wages. It crushes the small tradesmen, then takes them up and furnishes them with better incomes, better surroundings and improved conditions, as employes of its own. It forces the public to spend two-fold what it did, and stimulates in a high degree the love of luxury, yet makes one dollar of to-day go as far as two, or even three, of times gone by.

Whether this retail octopus be a blessing or a curse who shall say? While it may be admitted that the preponderance of argument is largely in its favor, so complex are the problems involved in the consideration of the question that the investigator may well pause ere arriving at any conclusion.

POINTS IN ITS FAVOR.

That the department store has greatly increased the field of labor is beyond question. Through the stimulus it has given to production and consumption many new industries have been founded and old ones largely increased in scope. Moreover, while it has decreased the cost of most articles, it has not depreciated their quality. It requires no great stretch of memory to recall the time when almost every article now offered to the public cost very much more than it does at present. At the same time, wages and incomes generally have not decreased, so that the world is richer than before the department store arrived.

But this is not all. The conditions of clerical labor have also largely improved. Only those who can remember the little, dark, ill-smelling, ill-ventilated dry goods stores that preceded the department store in the large cities can fully realize to what a remarkable extent the conditions of clerical and other store help have been improved. Even to-day compare the lot of the employes in the small stores that have resisted the invasion of the department stores with that of the employes in the latter and note the remarkable difference.

BUT THERE'S ANOTHER SIDE.

Against all these favorable arguments the enemies of the department store point to the fact that it has crushed out many an independent tradesman, and set a check upon ambition by limiting the opportunity for independence. The founders of these wonderful stores are declared to be no better than robber barons, ruthlessly overturning all the traditions of commerce, breaking down the barriers respected for ages, and waxing fat and powerful upon the destruction of thousands.

Much of the opposition is theoretical and sentimental, yet, on that account, none the less pronounced. Whether the tendency of the day can be arrested time alone can decide. Certainly, it can never be halted by sentimental protests, and it is extremely doubtful whether the public would sanction legislative interference. Indeed, from present indications, it would seem that the department store has not only come, but to stay and develop.

NEW YORK THE MECCA OF FASHION.

And nowhere in the world, in all probability, does the departmental idea find better expression than in the United States of America. Likewise, nowhere in the United States can be found so fine, so large and altogether complete retail emporiums as in its metropolis. As Paris is to France, and London to England, so is New York to America. It is the fountain-head of the fashions of the new world. No better evidence of this need be offered than that the women of the other great cities of this land—Boston, Philadelphia, Chicago, St. Louis, and even San Francisco—when they have the means at their disposal, come to New York to do their shopping. While Marshal Field may have as fine a store as any on the continent, any lady of Chicago's Four Hundred, who wishes to shine in her social circle, is well aware that she can best do so

by going to the great metropolis to secure the latest trophies of fashion and genius.

THEIR OPERATION AND SCOPE.

To give an adequate idea of the operation and scope of New York's principal department stores would exceed the limits of this article. A brief sketch must suffice.

THE SUPERINTENDENT.

For certain purposes, the various departments are considered independent stores, though conducted on identical lines and under a common management. The owner exercises a general supervision, while the Superintendent, or, in some stores, the "General Manager," is the executive officer Generally, he has risen from the ranks, and is thoroughly conversant with the latest and most improved systems.

He supervises all departments without actually interfering in any, unless appealed to by managers. Usually, he has assistants, and together they practically manage the store. The owners are only consulted when an appeal is taken by an employee or customer from a decision of the Superintendent or minor official. The only exception to this rule applies to the buyers, who, for obvious reasons, are always in close touch with the private office.

Ordinarily, the Superintendent acts as a buffer between the firm and the other employes, saving the former the necessity of deciding on unimportant details. The Superintendent also hires most of the help, and has power to discharge them, although this authority rarely applies to positions of the grade of buyers.



TWENTY-THIRD STREET, NEW YORK,
the Centre of the Retail Dry Goods District.

THE BUYER.

The most important employe in the department store is undoubtedly the buyer. Upon his judgment largely depends the success or failure of the store. Buying for a New York department store, where the profit on any article is usually very small, requires great experience, an intimate knowledge of goods and markets, and a constant search for bargains. As a rule, each department has its own buyer, although it frequently happens that one buyer will make the purchases for several. In the case of John Wanamaker, for example, with stores in Philadelphia and New York, one buyer often suffices for the same department in both stores, thereby combining great economy in expense, with maximum of buying power—seeing that double quantities can be ordered, and quantity, of course, largely governs price.

The buyer's duties are limited to his purchases. He has nothing to do with the sale of goods beyond fixing the price, and no control of employes, except the right to see that they push his goods properly and generally cooperate with his plans. He consults weekly with the firm, or General Manager, as to the purchases for the ensuing week, and receives instructions as to how much he will be allowed to buy therein. More than that amount he cannot spend without obtaining special permission. The Wanamaker buyers are treated with more liberality in this respect than those of any other house. They are not so hampered by red tape and statistical bureaus. The firm look at it this way: Upon the success or failure of the department committed to his care the buyer's future status entirely rests. Being so, they regard it as unwise policy to hedge him about with undue restrictions, that, in the event of failure, he could cite as an excuse therefor. Hence, within reason, they are practically unfettered in regard to amount of their purchases, and rightly so, where, as in that case, there is no scarcity of capital to meet all demands thereon.

Buyers, like other mortals, are not infallible, and have been known to succumb to temptation by subordinating the firm's interest to their own. In houses with two or more partners, each member of the firm takes special interest in certain departments, following the market's trend as well as he can, and generally supervising the buyer's purchases. He scans every bill, and often examines the goods. Of course, even a good buyer will at times make mistakes, when, if it happens only rarely, the matter is passed by without much comment. If any one firm appears to be favored in undue proportion by the buyer, that, in itself, is sufficient to arouse suspicion, irrespective of the intrinsic merits and prices of the purchases.

The final test, however, lies in the returns of the department for which the buyer is responsible. If the profits of the department approximate the figure set by the firm at the beginning of the year, the buyer will pass muster. If they exceed that, it adds a feather to his cap. If they fall below, woe be unto him.

GENERAL ORGANIZATION.

Next in importance to the Superintendent and buyer are the heads of the receiving and delivery departments, the head cashier, the advertiser, the head bookkeeper, and floorwalkers.

In organizing a new store, the first step is the engaging of buyers, then the Superintendent, the advertiser, the heads of delivery and receiving rooms, the head cashier, the head bookkeeper and the last, though, in their own estimation, far from least, the floorwalkers or aislemen. The firm and buyers of a department store occupy practically the same relative positions as do the President and his Cabinet. The weekly consultations between them are very much like the Cabinet meetings. At these confabs, the programme of the ensuing week is discussed and decided upon.

THE RECEIVING-ROOM.

The head of the receiving-room has charge of all the goods that enter a department store, and is responsible for them from the time they are received until they are delivered by his subordinates upon an order of a department manager. He takes charge of all bills for goods received by him, and marks opposite each item the retail price, in accordance with orders received by him from the buyer who purchased them. In two

stores that the writer knows of the receiving clerk controls the actions of the latter as to the naming of prices at which articles are to be sold. In one store he is not allowed to add more than 20 per cent. nor less than 12 per cent. to the cost price unless he receives special instructions to the contrary from the firm, and such authority has to be delivered to the head of the receiving-room before he will recognize it.

The receiving-rooms in the New York stores are now on the top floors, in lieu of basement as formerly. As received, cases and packages are transported thither by elevators built specially for the purpose.

THE DELIVERY DEPARTMENT.

The delivery department is always in the basement. The hardest work in the entire store is done there. All day long the goods keep pouring in by freight elevators, chutes and trucks. In the principal stores the packing and addressing of all purchases, other than bulky and fragile goods, are done in the departments, and, upon reaching the delivery room, have only to be distributed and loaded.

Though a great convenience to customers, the transfer-card system adds greatly to the burden and complexity of the delivery clerks. Instead of waiting for change at each counter, the shopper can go from one department to another, simply having the entries of her purchases made upon a slip of paper, called a transfer card, and pay at a special desk, when her shopping is completed. In one store, 1,300 separate bins are devoted to goods purchased in this way. Each bin is numbered to correspond with a transfer card, which would indicate that no more than 1,300 such cards are used in one day.

One of the most complete and up-to-date delivery departments is that of James McCreery & Co. on Twenty-third street. There the articles are received through a chute, which terminates in a long slide of polished wood. At the end of this, stand the reference clerks. They examine the slip attached to each package, and look up the name and address thereon to see whether the purchaser is entitled to credit. They have a reference library at their elbows, a box containing, in alphabetical order, 60,000 cards, each bearing a name and address—that is, those to whom the firm is willing to extend credit. If the name of the present purchaser is among the elect, the purchase will be charged to her, even though she requested it sent "C.O.D." Of course, if the package was paid for, the reference clerk has nothing to do with it; otherwise he stamps it "charge" or "C.O.D."

THE CARE OF THE GOLD.

For more than one reason the handling of the money taken in over the counters is of great importance. It is necessary that the cash and the accounts should absolutely balance every day, and this requires great care and marvelous rapidity. So systemized is this handling of the cash that the firm receive a complete report of the transactions and receipts of each day not later than 11 o'clock on the morning of the succeeding day.

AUDITING THE RETURNS.

Dishonesty among employes cannot, of course, be absolutely prevented by any system devisable, but in the auditing of the sales checks the firms manage to restrict successful dishonesty on a big or thoroughly organized scale.

DIVIDING THE EXPENSES.

Necessarily, one of the most important considerations is the distribution of expense. The usual custom is to consider each department as a separate store. It pays its proportion of the general expense, including cost of heating, interest, taxes, general advertising, salaries of the general employes, such as Superintendent, drivers, cashiers, porters, elevator men, scrub women, stables, horses, repairs of buildings, maintenance of machinery, general lighting, etc.

The entire space in the building is charged with this general expense, and each part pays its proportion. In addition, each department pays the special expense of conducting itself, such as its own employes, wear and tear on the special mechanical appurtenances, the cost of the goods, and loss by depreciation in value of the same.

Some firms divide the general expense among the departments upon the principle of according to each the proportion which its sales bear to the sales of the entire store. This is due largely to the fact that some departments have more favorable locations than others, which advantage is very properly assessed.

SOME IDEA AS TO NET PROFITS.

Some reference has been made to the amount of profit expected to be realized upon the various wares. This varies according to the character of the business. The high-class stores actually make the largest net profits. They compete with the others only in such goods as they all deal in, but they have also special wares which they control exclusively, and on these they naturally obtain higher profits.

Wherever competition enters it may be said, as a general principle, that the actual net profits equal only the discounts which the firms are able to save by paying cash for their goods. Many of the most important of the firms doing a department business in New York City would have to close their doors if they did not have the ready cash with which to discount their bills.

The profits depend largely also upon the number of times a firm can turn its entire stock. One that can turn its stock five times a year is doing fairly well. The highest record is ten and this is accomplished by only one firm, which caters to the masses and sells for cash only.

As to the amount of business done annually by these firms, accurate data is, of course, unobtainable. It is currently reported however, that Wanamaker did $12,000,000 last year in New York alone. A. T. Stewart in the heyday of his glory did over $20,000,000 annually. But at that time, it must be remembered, Stewart's was the only department store in New York, and now there are about 30.

CONVENIENCES AND ATTRACTIONS.

The writer had intended describing at some length the various conveniences and attractions which distinguish the leading New York shopping palaces from the average of their kind. About ladies' parlors, special showrooms, information bureaus, credit departments, returns and refunds and other equally interesting topics, but lack of space precludes. Our article has already exceeded its prescribed limits, and we shall have to reserve such reference for another paper.

THE SUPPLY OF WHALEBONE.

The whale catch for the season of 1901 is reported to be the smallest in years, the total take amounting to but 28 whales. A year ago there were 200,000 lb. of whalebone in the American market, but by October 15 of this year the supply had declined to 78,500. At a recent sale the price of whalebone per lb. was quoted at $2.50, and New Bedford dealers say it will advance to $4 per lb. These and a few other facts indicate that the once important whale fishery is fast approaching the end. In 1846 the American fleet consisted of 722 vessels, with a tonnage of 231,406, and the catch of that year was worth $21,000,000. Eight years later the value of the fishery in oil and bone had declined to $10,766,-521, and in 1880 it was $2,659,725. By 1894 the United States had only 85 vessels engaged in the business, and the receipts fell to $982,009.

Dawson As It Is



By Henry J. Woodside

A GREAT CANADIAN MINING AND TRADING CENTRE.



FROM a mosquito-haunted muskeg in 1896, the city of Dawson has sprung up like magic, and is now a place of probably 7,000 inhabitants. It has broad wooden sidewalks, well-graded streets, an excellent system of drains and ditches, electric lights, telephone system, telegraph service south and north, and many fine buildings, two of them solid brick, and a great number of warehouses

The town-plot proper of Dawson was what is technically called a "nigger-head muskeg," that is a stretch of soft black muck strewn with little bristly round hillocks of turf, over which a man may walk at night as freely as a drunken man walks a tight rope. It was formerly sprinkled with bushes, and along the river front grew a fringe of spruce trees. The town plot is about 10 feet above the level of the river at low water. It is about a mile long, by over a quarter of a mile in width. It is bounded on the north and east by steeply sloping mountain and hillsides, on the west by the Yukon river, and on the south by the Klonkike river, which comes into the Yukon at right angles from the east, from the Rocky Mountains over 100 miles away. At the lower or northern end of the city plot, a great landslide came down the mountain, and is said to have buried a small tribe of interesting aborigines. Over their reputed grave it piled up small loose rock and gravel in high mounds and terraces, and thus made an ideal plot for dry-cellared private residences, where the wives and families of Dawson citizens may look down on the Yukon river flowing from 50 to 100 feet below their piazza.

In the rest of the city the foundations of buildings are laid in trenches six feet deep, chopped down into the eternally frozen black muck. Smaller dwellings have their foundations on the frozen soil, below the upper covering of moss. When this covering of moss is removed the sun in Spring and Summer thaws a considerable distance into the soil, and thus gardens are formed where wanted, although the flats of the river beds and the warm hillsides are the favorite places. The climate is so dry that gardens have to be watered or irrigated. This can be done artificially.

In the gold rush of 1898 Dawson became a canvas city, and the white tents gleamed all over the flats and up the hillside. In Autumn everyone who could built a cabin. As it was impossible to obtain a satisfactory title to lots in much of the plot, and lots down on the flats were held at very high figures, the cabin builders had to take to the hillside, and over its top, and up the valley of the Klondike. Ornate highly decorated cabins, plain, common-place cabins, and delapidated, unsightly cabins or "shacks" fresco the whole upper landscape. They perch in all sorts of crannies and nooks, hanging by their eyebrows on the steep incline; they nestle at the foot of rocky cliffs, where masses of overhanging rock appear ready to wipe them out of existence; they sprinkle the narrow flats of the Klondike, and form an almost solid three-deep fringe along its banks for miles, wherever the banks permit of it.

It is hard to satisfy some men, but if I had the laying out of Dawson town-plot and its environments, I would have raised the whole flat 10 feet higher, removed the mountain to the southwest and placed it northwest, where it would not obscure the sun two hours before it sets, and remove a southern range of hills that prevent the sun from shining on the city for six weeks in December and January. With these trifling changes, Dawson's situation would be much improved. On the west side of the city the banks rise so steeply from the water that a cabin can hardly get foothold anywhere, until opposite the lower, or northern end of the city, where the western hill slopes gently down to a flat. On the slope, West Dawson, a suburb, has sprung up. It is reached by a small steam ferryboat in Summer and by an ice trail in Winter.

South Dawson is that portion of the city built on the Klondike banks, beginning where the river issues from the shadow of the cliffs, or golden gateway, and running west to where the Klondike joins the Yukon. It is about a quarter of a mile long and is separated from Dawson proper by the Government reserve. It is a rapidly-growing district, and has quite a business of its own in all lines.

On the Government reserve is located the N.W.M.P. barracks, prison, police warehouses and drill square, and officers and men's quarters. Around or near these are clustered the old court house, the foundations for the new one, the residence of Government telegraph staff and architect, the Gold Commissioner's office, the residence of Judge Craig, and police hospital. The Royal wood factory, or the "woodpile," in local parlance, is located back of the barracks, and here those who fall alive into the hands of the men of the yellow stripe, for various misdemeanours, do hard labor, sawing Govern-



Dawson—A Pioneer Hotel.

ment wood instead of breaking stone. The woodpile is a mighty influence for morality in Dawson, and is a greater restrainer than potassium bromide.

On the northern edge of the Goverment reserve is located the Good Samaritan Hospital, founded by Dr. Grant; the Episcopal, Presbyterian and Methodist churches, and Salvation Army barracks; also two of the schools, and the kindergarten school. They are as yet all log buildings, but the Presbyterian congregation is having plans drawn for a $12,000 church. The Yukon council is preparing to erect a $25,000 central school and a building for the Yukon museum. New public buildings to the value of over $150,000 were erected last year, including the new court house, the administration building, the Gold Commissioner's office, commissioner's residence, and one or two others. The new post office, completed in 1900, cost the very reasonable sum in this country of $43,000, and is furnished in an up-to-date style. In it are housed the Customs officials, with an attached examining warehouse, crown timber and lands' offices, registrar's office and Government telegraph offices. It is furnished with brick vaults, and it heated with the latest hot-air appliances.

The city, from an original front street along the river, has successively occupied Second and Third avenues, as well as their intersecting streets, Harper, First, Second and Third streets. Fourth avenue is not wanted for business purposes, and Fifth avenue is wanted for schools and residences. The avenues run parallel to the river and the streets from it toward the hill. Sixth avenue runs along the base of the hill.

There is a body of about 275 N.W.M.P. in the Yukon, of which 125 are in the upper, or White Horse division, and 150 in the middle Yukon, or Dawson division, The whole force in Yukon is commanded by Major Z. Wood, with headquarters at Dawson. A large proportion of the force is scattered along the Yukon river in detachments, and along the gold creeks. There are usually about 60 men available for service in Dawson between the downtown station and headquarters. The admirable system and conduct of this force is a matter of the greatest pride to Canadians, and it is due to them that the law is so rigorously enforced against crime, so that life and property are as safe in this city as in any other in Canada. It is a wonderful contrast to the condition of mining towns in the United States.

The Dawson Electric Light and Power Company is growing to be a large concern under good management. It furnishes 3,000 16-candle lamps and 300 32-candle lamps for private consumers, and 78 32-candle lamps for street lighting. The company is providing electric power for machinery in the city and on the creeks. The telephone company is another well-managed concern, having 140 telephones in the city and 26 scattered along the creeks; also orders in for many more when they arrive over the ice. Capt. Oleson, an Orkney man, manages both of these prosperous companies. The city is supplied with the purest cold water, pumped from a well near the confluence of the two rivers. This well was sunk to a depth of 20 feet at a venture, and struck a strata of sand and gravel free from frost. The water is pumped to the surface, and is then forced through a system of iron pipes laid along the principal streets. It is kept flowing steadily, and this, with a little artificial heat, has kept the pipes free from ice all during the severe winter, although the pipes are only laid a few inches below the surface of the ground in wooden boxes. The hydrants are covered with small houses furnished with stoves.

In the matter of hotel accommodation Dawson is well supplied, several of the hostelries being modern and well furnished. The city swarms with restaurants, as only a small half of the inhabitants keep house, except as a sleeping place. The price of standard meals remains at $1. There are some places where cheap meals may be had for 75 and 50c. Meats of all domestic kinds and poultry remain high, ranging from 40c. to $1 per lb. It would be still high if it were not for the immense quantities of cariboo and moose brought down the Klondike from the foothills of the Rockies. This is sold at from 25 to 35c. per lb. Eggs are $1 per dozen. Flour averages $5 per 50-lb. sack. Prices are very variable, and the least sign of scarcity sends the price of an article up, as for instance, flour went up this Spring to $7 per sack, owing to a supposed shortage. Fresh vegetables are always dear, but an increasing quantity of them are being grown this year. The great bulk is imported, and is kept in warm storage during the Winter.

Furnished rooms rent from $50 to $35 per month. There is a lack of privacy in all the hotels, owing to the thin partitions. The price of lumber, ranging about $100 per 1,000 ft., is responsible for this. Many rent cabins to sleep in, and get their meals at the restaurants. Spruce logs for cordwood sell at $15 per cord in eight-foot lengths, and it costs about $4 to have it cut up into stove lengths. Local coal is coming into use rapidly, and retails for $30 per ton.

The banking interests are in the hands of two strong Canadian concerns, branches of the Canadian Bank of Com-

West Dawson.



N.W.M.P., Yukon River. Third Street. Yukon River.

Dawson — The New City of the Yukon.

merce and the Bank of British North America. The latter has a modern building equipped with fireproof vaults, etc.; the former is engaged in the work of erecting one for its use. These banks have sometimes as much as a couple of million dollars' worth of gold dust lying in their vaults. They are guarded at night by detachments of N W.M.P. inside the building. In a country where such an enormous amount of machinery is used, valued at between $2,000,000 and $3,000,000, machine shops will naturally flourish, and there are four of them equipped with large modern machinery, and a foundry. A dozen steamers lie up at Dawson, and furnish much repairing. The innumerable steam-thawing plants on the creeks furnish more.

Three or four big sawmills supply the demand for lumber, plain and dressed, and to see the succession of long rafts of sawlogs that arrive at Dawson during the season gives one the assuranee that there is much good timber on the Upper Yukon and its tributaries. All the timber in the country should, as far as possible, be reserved for lumber alone. The city is well supplied with newspapers. There are the two afternoon papers, The Klondike Nugget, and The News, The Morning Journal and The Weekly Yukon Sun; also a couple of mining journals, The Yukon Mining Journal and The Record. The former is an excellent illustrated monthly journal devoted to Yukon interests alone. Tne Sun and Journal are Canadian. The Nugget, Canadian-American, and The News, purely American, devoted to the interests of Alaska, where it should have been located.

The aggregate amount of goods landed at the extensive system of well-built wharves fronting the city, or from scows at the bar, runs up close to ten million dollars ($10,000,000) per year, of which half comes from Canadian cities, the remainder from across the line. Some 12,000 tons come by way of Behring Sea and up the Yukon. The same quantity comes over the Pass and down the river by steamer. Scows bring about 5,000 tons more. The total tonnage landed in Dawson last year was 30,000 tons.

To handle this bulk of goods some 20 small, medium and large stern-wheel steamers connect at Whitehorse with the White Pass and Yukon Railway, running inland from the Lynn Canal 110 miles, and run to Dawson, 450 miles by the Upper Yukon and Lake La Berge. Passengers and tourists get first-class accommodation. The travel for various reasons is large during the Summer; the first and last boats are always crowded. On the Lower Yukon run, another 20 steamers of the largest class, some of them, rivalling the big Mississippi ones, ply between St. Michael, at the mouth of the river, and Dawson. They have to bring their load over 1,200 miles against a stiff current, in a shallow and shifting channel or channels.

The number and extent of the warehouses in Dawson is a marvel to a new-comer. They number about 50, all built of corrugated iron, and will store about 50,000 tons of goods, or, say, the freight of 5,000 ordinary freight cars. One company, The Alaska Exploration Company, have seven, with a capacity of 10,000 tons. There is a row of warehouses on the wharves, another row on the opposite side of First avenue, and blocks of them or single ones elsewhere through the city. Every care is taken to protect them from fire, and so far they have escaped the destructive conflagrations of earlier years. The destruction of one or more of them might mean a serious shortage of provisions for the rest of the Winter. There are several warm storage buildings, one of them solid brick. In these are kept the perishables and vegetables.

The trade of the city and Klondike is largely in the hands of eight big trading companies. They are, McLellan, McFeely & Co., hardware, of Vancouver, who, I am informed, did the largest business of any firm in Yukon last season; The Alaska Exploration Co., London and San Francisco, whose palatial Dawson branch netted a profit of $187,000 last season; The Trading and Exploration Co., of London; The North-American Trading and Transportation Co., of Chicago; The Alaska Commercial Co., of San Francisco; The Seattle-Yukon Trading Co., of Seattle; The Ladue Co., and The Ames Mercantile Co., of American cities. These companies in the Autumn carry enormous stocks to last about nine months, or until the opening of navigation at the end of May. Many smaller Canadian firms are working up a good trade in the respective lines of dry goods and groceries, and, as elsewhere, the trade of the country will pass gradually into Canadian hands and into Canadian channels, if a sustained effort is made with that end in view by outside manufacturers and merchants. Of all the big companies here, The Alaska Exploration Company deserves most credit, not only for its very handsome stores, but for developing coal and quartz mines. With that end in view the company is having a diamond drill shipped to Dawson, to further test the quartz ledges in which it is interested; also the great conglomerate gold-bearing reefs. The N. A. T. & T. Co. have developed a coal mine a short distance below Dawson, and have placed hundreds of tons of coal on the market this Winter.



Dawson—First Mail to Arrive From St. Michaels, July 6, 1900. It Consisted of Over 100 Sacks.

The placer goldfields within an area of 50 miles southeast of the city produced on an average $20,000,000 worth of gold per year for several years past, and the output is likely to be increased this year. There appears to be enough alluvial earth in sight to last for 10 years, and the field is broadening. We appear also to be on the eve of great quartz development.

Our friends from the United States pour in fast enough, and usually do well both at mining and commercial ventures. A man coming here to succeed should especially eschew wine, women and gambling; they are the vices of a mining camp or city. I hope to see the trade not only of Dawson but of all Yukon in the hands of Canadians before many years pass, and Canada will then be getting more value from its most northerly inhabited territory. I am satisfied as to the future. Letters should be addressed to Dawson, Yukon, Canada, not to "Dawson, Alaska."

London Ways in the Shops.

For The Dry Goods Review.



MANY little ins and outs of fashionable shops and shopping in London are interesting to Canadian merchants from being in so many things so unlike their own business. And the difficulties the London merchant has with many of his best customers, as well as the secret methods (known only behind the counter) he is forced to employ with other customers who order much but pay for little, are instructive. A knowledge of these may be of importance for our own business men, who are sometimes placed in similar circumstances.

THE THIEF AND THE KLEPTOMANIAC.

"Shoplifting" is one of the evils of the fashionable London trade that is carried on to a very great extent—much more than those not in the business are aware of. A case is mentioned where a woman took seven sable ties from a fur department. The floorwalker saw her and waited until she was outside the store when he had her arrested. The woman wore a cloak, and had hooks on her dress; and every time the clerk turned his back she fastened a piece of fur to one of the hooks.

Many of the large establishments keep a regular detective on duty all the time. Others, to avoid anything of this kind as much as possible, have the counting-rooms placed in such a position that the clerks there can keep watch all over the store.

A jeweller had among his customers a well-known society woman, who suffered greatly from "kleptomania." Being one of his best customers, he did not like to say anything about it. So he evolved the clever idea of charging everything she stole on her next bill, which her husband always paid. This worked well.

London merchants dislike very much to change an article that has been purchased. It is said that the customer who has a large unpaid account at a store can get articles changed much easier than can the cash-down customer. People who pay cash are treated with less consideration than the others.

Many fashionable ladies sell their clothes after wearing them once or twice, and the stores which buy them are patronized by other ladies in just as high circles, but with limited purses. Buying and selling dresses through the advertising columns of ladies' papers is also a common practice.

Some London dressmakers are said to dress pretty women free, on condition that they tell their friends where the dresses were made, and thus advertise them.

TREATMENT OF EMPLOYES.

The rules regarding employes in some of the large dry goods establishments are very strict, and a fine of from six cents up to a dollar is imposed for any infraction. Persons entering the employ of these houses are required to read the rules and give notice if they do not intend to abide by them. To go over all the rules would take a great deal of time and space, for there are frequently over 100 of them. An idea of them can be obtained from a few: Assistants must use the word "Sir" when addressing members of the firm; they must not talk loud, attend to their toilet, pare their nails or read letters in a prominent place in the store; those appointed for dusting must sleep in on Sunday nights; they must not go to dinner on Saturday out of their turn; if found in the dining-room without a docket signed by a member of the firm or a floorwalker, they are fined; all lines must be dressed by 10 o'clock, and no one is allowed to commence to undress any window until a quarter of an hour before closing (for this the smallest fine); no goods shall be sold on condition of exchange without the consent of the buyer; assistants waiting on customers at their residence must first put in a docket signed by one of the firm or the head floorwalker; assistants must always ask to be allowed to send a parcel, but not to press when the article is light and small; no paper, string, shopbags, boxes or any other article must be taken out of the establishment unless a signed permit is obtained from one of the firm or the head shopwalker (this has the largest fine, $1.25); no salary is given to any assistant away through illness unless a doctor's certificate is procured, and only half salary is given to those away from one day to three days. After this length of time the firm reserve to themselves the right to fix the amount of salary.



Regent Street—The Centre of the Fashionable Shopping District in London.

A FASHIONABLE WOMAN'S DRESS.

Some of London's fashionable ladies spend between $10,000 and $15,000 a year on their clothes, and others about $1,500. Between $350 and $400 are often spent on a dinner dress and $1,500 or $2,000 on a court gown. On the other hand, it is said that one well-known countess' entire wardrobe is worth not much more than $500 (not including furs and valuable family lace).

With such a difference in the cost of dress among women of the same "set," it is hardly possible to state clearly how much the London woman of fashion spends in this way, as might easily be done in regard to men's clothing. However, a woman writing on the subject in one of the English magazines says that $2,500 or $3,000 per year should be a fairly good allowance for a fashionable lady, that out of it $1,250 or $1,500 should be enough to spend on dress.

SPRING TRADE:

HOW TO MAKE THE BEST OF IT.

Pointers for Live Men on Buying, Handling, and Pushing Sales.

Written specially for THE DRY GOODS REVIEW.



OW can I make the best of the Spring trade? When and what shall I buy? What methods shall I employ to further the sales of each line of goods? These are some of the questions that every wideawake dry goods merchant will in a few weeks be asking himself. A decision arrived at beforehand on these and other points will prove of great value, if acted upon in an energetic, businesslike way.

The general question, how to make the best of the trade, can best be answered by answering the smaller points, which all come under that heading. When to buy goods, of course, is largely dependent upon the locality, the class of trade, the customs of the locality, etc., but, as a general rule, the leading merchants throughout the country, those who are acknowledged to be among its best business men, show a common inclination to buy at a certain time in the season, usually after the others have placed in their complete stock.

When the Spring retail millinery openings take place, dry goods stores that carry a line of millinery hold "openings" in their general stock of dry goods as well as in the hat department, and for this cause the wholesale dry goods houses used to do a very large business when the buyers were in town after millinery. But now this rush for Spring millinery affects the dry goods houses much less than formerly, and there is an annual decrease in the amount of business of this kind done.

I WAS speaking to a wholesale drygoodsman on this subject, and he did not think that things would ever come back to their former state. "Why," he said, "there are many merchants in the country who won't come into the city at all when the wholesale millinery openings are on. They send their milliners for the hats and trimmings, and then, about two or three weeks afterward, they, themselves, follow to buy the general dry goods."

About two weeks before Easter, which in 1902 comes on March 30 (Easter Sunday), the retail millinery opening, as a rule, take place, and merchants who desire to make an extra display of dry goods must also buy before that date. But it is a poor plan to place the entire stock on show if the weather is not fine and likely to remain so for some time. There is little to be done in cold, wet weather in dress goods for Spring, and when once they have been displayed, the same effect cannot be again obtained, and the dealer has nothing entirely new to greet the warm-weather buyers with.

SO it is very necessary to push only those goods that will sell, weather or no weather. To push dress goods before Easter, along with millinery, is dangerous. It is often the experience of a merchant, after he has exhibited and advertised his Spring dry goods during a week of fine weather, to have the barometer act nasty and bring him nothing but wind and sleet in which to sell. Gloves sell in all kinds of weather and an extra display should be made of them along with the millinery.

The Spring trade may be said to begin with the January whitewear sales. It is thought by many merchants that there will be few of these sales this coming Winter. The custom is dropping off in the United States, and the larger stores here have in many cases signified their intention of giving it up. And few retailers will regret it. A Toronto dealer said to me the other day: "It can't be stopped too soon to suit me. I am forced to hold a whitewear sale every January just because everybody else does. But it keeps your heavy goods in the background. Now, I find that there are more heavy stuffs sold in January, February and March, than in November and December. People buy medium-weight underwear right up to the first of the year. So that in January, while we might be getting into the heavy goods trade, we must bring out the whitewear, and, in a way, break up the season. We lose by it much of the January trade in heavy goods, and the whitewear itself would sell better later in the season."

AFTER the whitewear sale is over there is a lull in the trade in all Spring goods until about the middle of March, supposing the season to be an average one.

During the Winter months, from January until the Spring trade has been well broken into, it is a good plan to advertise Spring sales every now and then. At least, if the goods don't sell at the time, there is that much gained that people know where to go when they want the goods. One of the brightest retailers I know told me that he always put out his mosquito netting in April, though it does not commence to sell until well on in May; cardigan jackets he displayed early in September, and other staples were shown equally early. This was merely a plan to serve some future time. When the goods were really required the public would know where to get them.

"One of the biggest mistakes many merchants make," said an experienced retailer, "is to 'load up' on Spring goods. It is not done now as much as formerly, but still it is done a good deal. If you buy your Spring goods about the first of December you get the advantage of April dating, and you can not only sell the goods and have your profit before it is necessary to pay for them, but you also have found out what you can sell and what you can't. That is, when buying in small quantities. The merchant doing business like that can feel his way along and runs no risk of having a big stock left over. It's all right to buy a sorting stock, but I think you'll find that the opinion of every good buyer is that loading up on Spring goods is a very unwise practice. By loading up, I mean buying a hundred dozen when you need only ten."

AS to pushing the sale of Spring goods, much depends on the locality. City dealers employ methods that would not be at all effective in the country, and vice versa.

A big out-of-town dealer to whom I spoke put great faith in the use of dodgers to advertise his Spring stock. "I get them out once a week," he said, "advertising special lines, and for the Spring trade particular attention is paid to them. They must be well-worded and not too poorly printed. Put on the prices; give a brief but clear description of the goods so that people will know just what they are like, and you have a form of advertisement that, in my opinion, can't be beaten. Misleading advertisements do a lot of harm. Even if all the statements and claims be quite true, it is well to be very careful that no meaning but the right one can be taken out of them. For instance, a man I knew recently advertised a lot of $3 ladies' shoes for $1. But when people called they found the shoes were all of one size, and very many went away disappointed. Some bought the shoes, and others were sold $1 shoes for $1.50 by a clerk who thought he was working in his employer's best interests. Now, that sale did that merchant harm, though his advertisement was truthful throughout."



Wishing you a very Happy
and Prosperous New Year.

BROPHY, CAINS & CO.
MONTREAL

We will talk to you in this advertisement just as if you were present with us and we were showing you our Samples. We believe our qualities and styles to be right-we know our prices are. The goods will speak for themselves.

Having enlarged our ***Canadian Staple Department,*** we purpose increasing our business in that department to ***DOUBLE*** what we have done in the past, and ask your help thereto. Our friends in the trade have asked us to bring out larger ranges of imported ***Galateas, Apron and Nuns Ginghams,*** all indigo colors; ***Plain Dowlas,*** plain woven borders, plain embroidery borders, and Fancy Check Linen ***Apron Dowlas.*** This we have done, and they will be found of exceptionally good value.

In addition to our regular ranges of English, American and Domestic ***Linings,*** we have ***Black and Colored Soiette, Black and Colored Richesse Taffetta, Black "Windsor" Taffetta, A NEW LINE. Black Satana,*** our M140, to retail at 50 cents per yard, the best paying and best value ***Lining*** in the Trade.

We ask your special attention to our ***Black Satana,*** W.M.40, to retail at 20 cents per yard; ***Black Duchesse Satin,*** Nos. M70, M80, M90 and M95; also ***Black*** and ***60 SHADES Colored Duchesse Satin,*** the finest finished Mercerized goods we have ever shown.

We have got back to old prices for our Standard Nos. of ***French Canvas,*** in Brown, Black, Slate and White.

Confirming our November advt. ***re Linens,*** we have increased our range all through—it will repay you to give them close attention. Order our ***ALL LINEN Plain and Fancy Suitings, Leno Stripe Batiste Linen, Union Linen Batiste.***

Silk and Linen Batiste with Hemstitched Embroidered Insertion to match. 20 to 40-inch fine White Embroidery Linen.

Fine Linen and Sheer Lawns for Fancy Work and Handkerchiefs.

We now have the largest, best and most complete range we have ever shown in English, American and Domestic ***Draperies, Art Sateens, Crepe and Duplex Cretonnes, Plain and Fancy Art Denims.***

BROPHY, CAINS & CO.,

MONTREAL

WHAT ABOUT DRESS GOODS, SILKS, ETC.?

It is harder to buy these when the demand is largely for plain goods only.

Our selection includes various ranges in Plain, Bright Lustrous and Soft Clinging Materials. These are the ***newest***—the ***very latest*** productions.

We Also Have

Fine Faced Sateens, Poplins, Venetians, Amazons, and Ladies' Box Cloths in all the ***New Shades of Fawns, Greys, Browns, Blues and Black.***

Black and Colored Union, Wool, Sylkess, Silk Warp Royalettes, Henriettas, Melrose and Almas. We are not asking any advance in the price of these goods.

We have Novelties in ***Grenadines, Crepolines, Crepinette, Eoliennes and Voile-Canvas transparencies.***

French Printed Mousseline Laine et Soie.
French Printed Berege et Soie.

These two lines are absolutely confined to us both in material and pattern for Spring 1902. They are the finest printed effects that will be shown this season, and our prices will enable you to get a handsome profit.

Printed Leno Stripe Blousings.
Printed Silk Stripe Raye Blousings.
French Printed Lace Stripe Mousseline.
French Printed Fine Wool de Laine.
45 shades in Plain and Silk-Embroidered French Opera Flannels.

IN SILKS

King Edward VII. / Queen Alexandra — Black Coronation Silk.

This is the best material, at the price, ever put upon the market. It is British manufacture, and stamped "Coronation Silk" on every five yards.

We Have

Black and Colored Pongees, ***Black and Colored Tamoline,***
Black and Colored Japs, ***Black and Colored Silk Taffettas,***
Black and Colored Satins,
Black Surah, Black Merv, Black Tricotine, Black Gros Grain,
Black Peau de Soie.

Costume Silks and Fancy Blousing Silks, to retail from 20c. to $4.00 per yard.

BROPHY, CAINS & CO., MONTREAL.

Muslins Will be in Good Demand.

We advise you to buy your Muslins now.

Place your order with us for the following lines :

White Swiss Dress Muslins.
White and Fast Black French Swiss Muslin.
White and Fast Black Fine French Organdie.
White and Fast Black India Linon.
White Persian Lawns.
White, Black and Colored Imitation Soie.
White, Black and Colored Irish Dimity.

All in 20 to 24 yard ends
One piece in box.

White Swiss Pin Spot Muslins in 24 yard ends.
White Satin Check Muslins.
White, Black and Figured Dress Muslins, Organdies, Lawns, etc.
White and Fast Black, Stripes, Spot, Lace, Tucked, and Oriental All-Over Muslins.
White and Fast Black All-Over Tuckings, 20 yard ends, each piece boxed.
White Tucked, 40-inch Apron Lawns in 20 yard ends.

It would take pages of THE REVIEW to give details of our Laces, Embroideries, Handkerchiefs and Ribbons.

HOSIERY, GLOVES and UNDERWEAR.

Our Hosiery department was never so complete as now.

Children's Cashmere Hose in Black, Cream, Tan and Fancy Colors.

Misses' and Women's Canadian and German (Hermsdorf Dye), Cotton Hose, Plain and Ribbed, in Black, White, Tan, Scarlet and Embroidered.

Misses' and Women's Hermsdorf Black Hose, with Scarlet and Black Wool Feet.

Misses' and Women's Cashmere Hose, Plain and Ribbed, in Black, White, Cream, Tan, Scarlet and Embroidered.

Boys' Hose, Treble Spliced and Lock Stitched Knees, from 4 to 10-inch, to retail from 15 to 75 cents per pair.

Men's Low-Grade Cotton Half-Hose, Specials, to retail from 5 to 25 cents per pair.

Give our Nos. 404, 412 and 414 Men's Cotton Sox your careful attention.

Men's Cashmere Half-Hose, Specials, to retail from 20 to 25 cents, our Nos. 550, 558 and 560. For better qualities see our Nos. 566, 572, 574.

GLOVES—The unique manner in which our Gloves are sampled this season will enable you to make your selection very quickly.

UNDERWEAR—Many of our friends placed their orders for Ladies' Underwear with us earlier than usual. We anticipate large repeats, and stock will be kept well assorted.

SPECIAL---CHOLERA BELTS.

2,000 Ribbed Natural Wool Cholera Belts, to be had only from us. They can be retailed at less than one-half what the material cost of which they are made. Perfect goods, chemically protected from moths.

Brophy, Cains & Co.

MONTREAL.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

SILEAN HOSIERY

REGISTERED.



The **finest underwear** which has yet been manufactured.

Children's and Women's Hose, Vests and Dresses.

Men's Half-Hose and Shirts and Pants.

BE WISE AND WEAR THEM!

Hine Parker & Co.,

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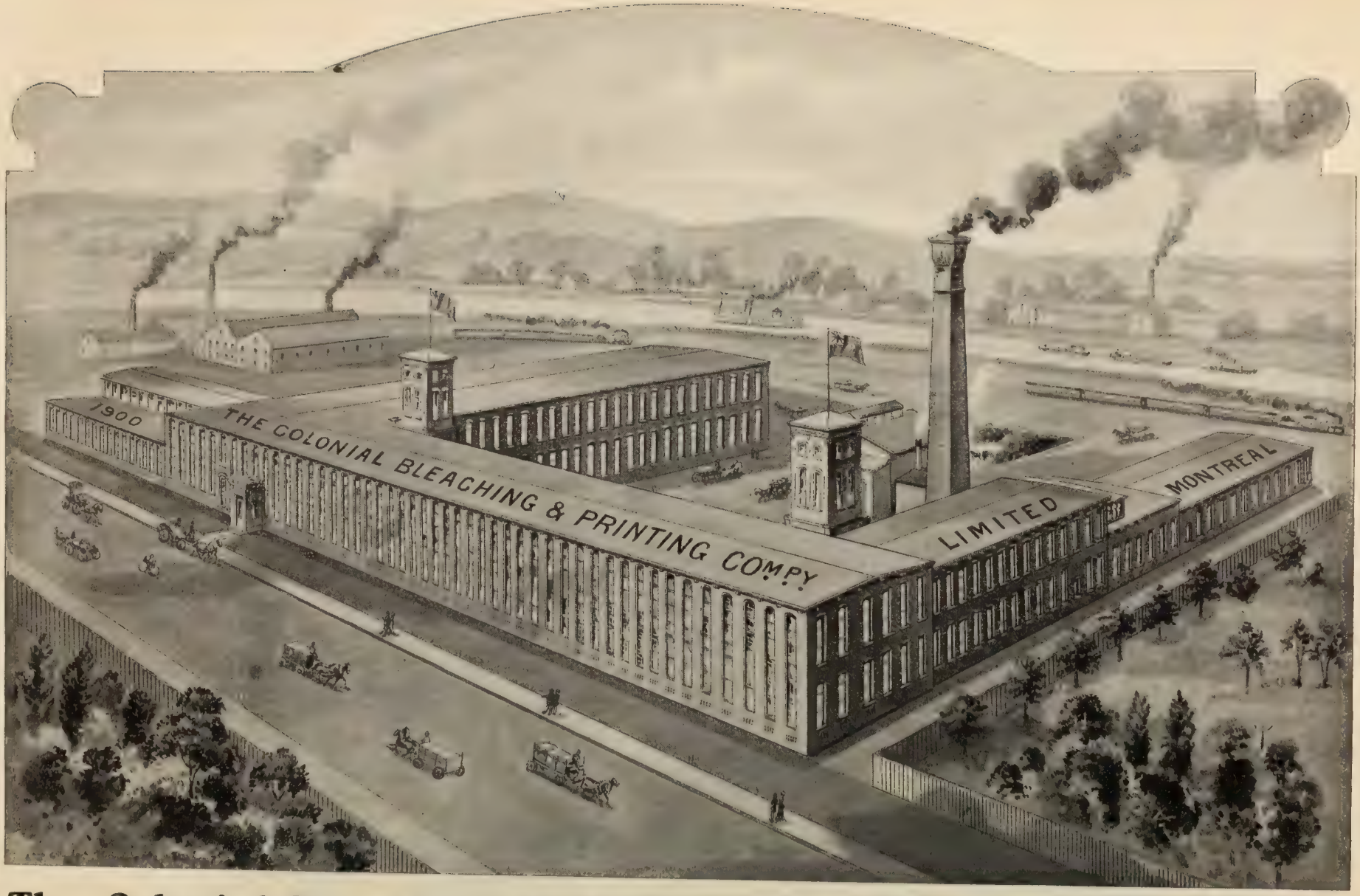
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HEAD OFFICE, - TORONTO.



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OFFICES
Victoria Chambers,
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....FOR....

Spring Trade.

GLOVES AND MITTENS
MOCCASINS AND SHOE PACS
TRAVELLING BAGS
LEATHER BELTS, ETC., ETC.



FACTORY

ESTABLISHED 1868.

During the more than 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves and Mittens. We have brought out new ideas. We have given the Trade splendid values—goods which have possessed style given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.



TANNERIES

W. H. STOREY & SON,

The Glovers of Canada.

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WYCLIFFE

Pure Wool Underwear

For Ladies and Gentlemen.



WILL NOT SHRINK

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We are now manufacturing a complete range of . . . .

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In new and attractive designs.

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Dr. Jaeger's is still the "STANDARD UNDERWEAR of the WORLD." It maintains its excellence.

Favorable terms quoted to the trade in towns unrepresented.

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The New Strap Legging—Stohwasser's License.

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Shirts and Shirtings for SPRING, 1902.

Anderson's Zephyrs, French Prints, English Oxfords, Net Fabrics, Etc.

Finest ranges of Flannel Outing Suits shown in Canada.

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HIGH-CLASS

HATS and CAPS.

Latest Season Shapes Just Received.

SPECIAL VALUES IN PALM LEAF AND FINE STRAWS.

Felts, Silks and Straws.

If not in Toronto write and arrange for our travellers to call.

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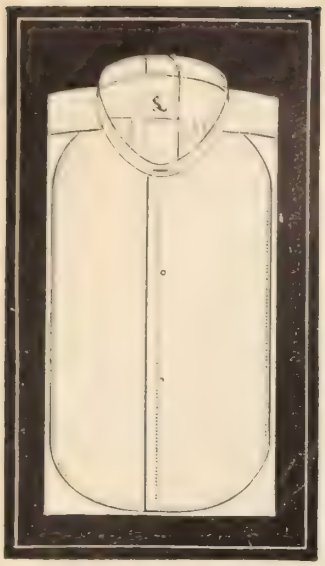
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WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

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Flannelettes, Hosiery
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Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves



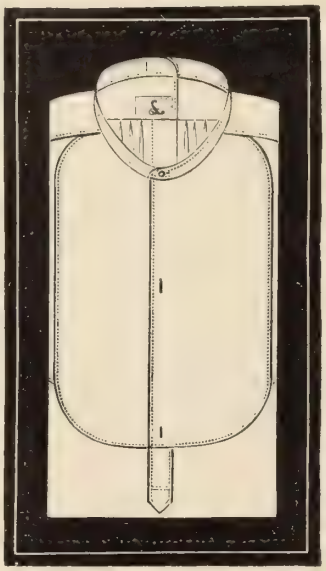
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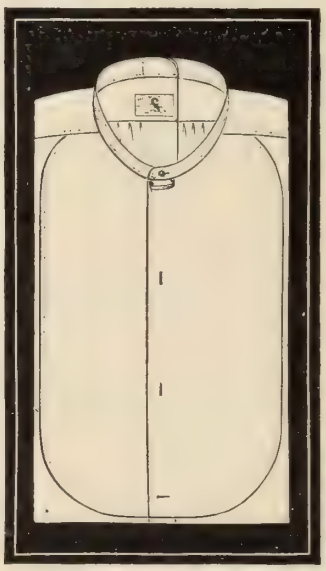




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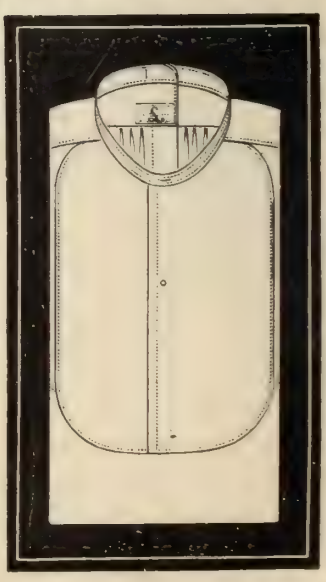
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"EXCELDA"—A NEW FABRIC FOR HANDKERCHIEFS.

Points about the "Excelda" Handk'fs.

AFTER WASHING LOOKS LIKE NEW

MORE SERVICEABLE THAN SILK

ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

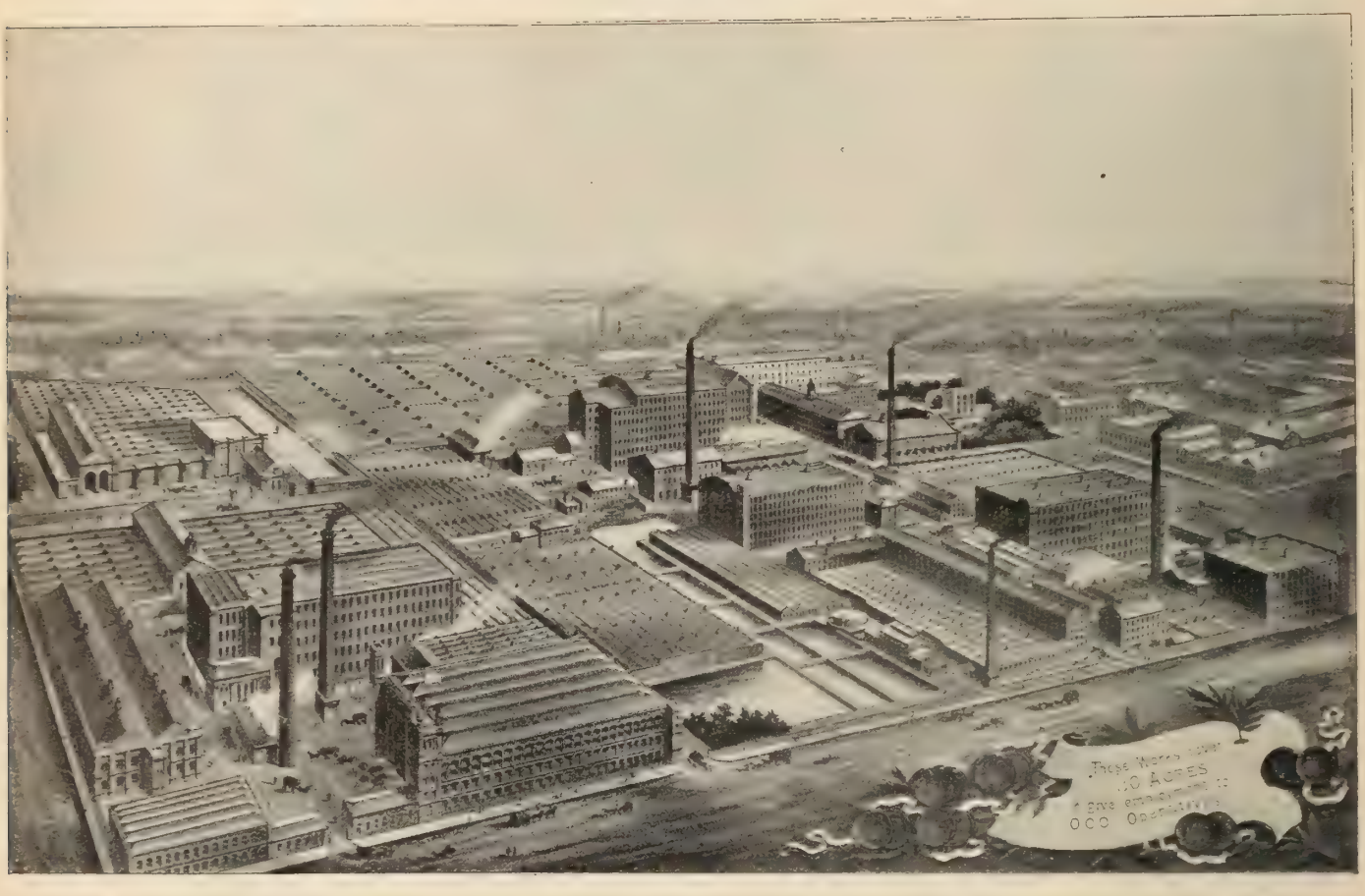
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EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA

CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.

Horrockses, Crewdson & Co.

COTTON SPINNERS AND MANUFACTURERS. LIMITED



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, 107 PICCADILLY, MANCHESTER,
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7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
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DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.

SPRING 1902

Where Do You Buy Your Carpets?

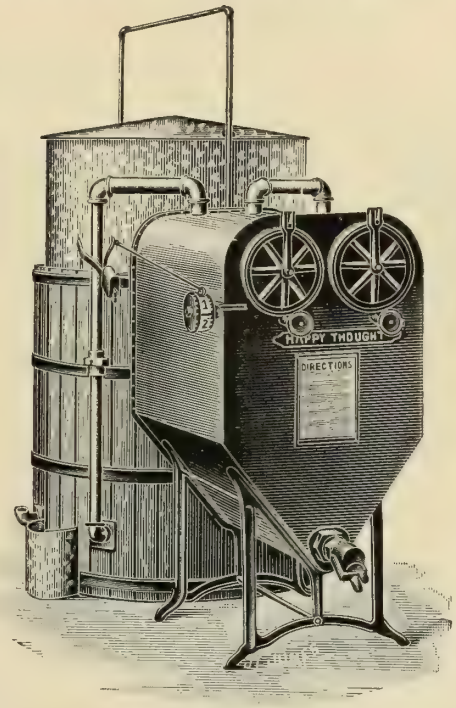
If you have been trading mechanically with one firm for years it might be highly to your advantage to look around and get a few quotations.

Having imported a full line of new artistic designs for coming Spring, we are able to furnish a line of All-Wool Reversible Carpets, Unions, Art Squares, Rugs and Stair Carpet, in up-to-date colorings of Crimson, Greens, Blues, Brown, Oak and Tans. If our travellers have not called, kindly ask us for samples, we will cheerfully express same at once. Our goods are right, a trial solicited, we can please you.

The Dominion Carpet Manufacturing Co.

PORT HOPE, ONT.

ACETYLENE GAS

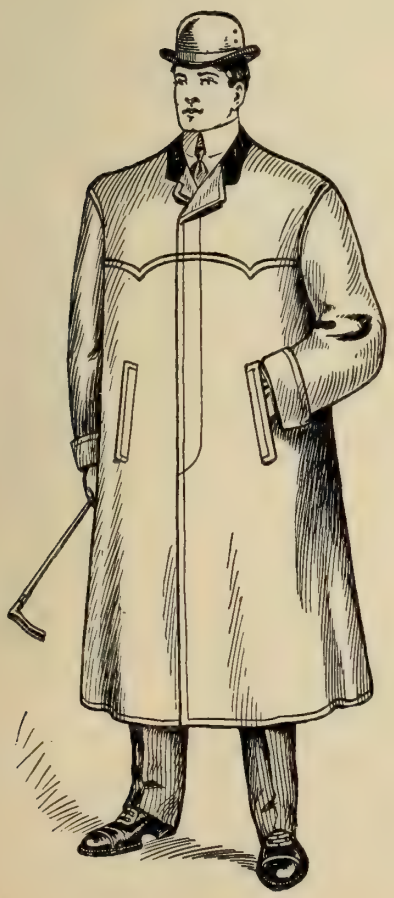


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The National Anthem is known in every City, Town and Village in Canada.

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Waterproof Clothing

FOR MEN, WOMEN AND CHILDREN

comes a close second.

445 St. Paul Street, Montreal.

WRITE US FOR SAMPLES AND PRICES.

A Parisian Expert on Fashions in Furs.

By Marie A. Belle.



FROM a modistic point of view, the twentieth century seems destined to become the fur century, much as the eighteenth century may be called the century of brocade, and the nineteenth century the century of silk and lace. Even the quite young matron can well remember the time when a whole fur garment was an exception, and when the woman possessed of a sealskin coat was to be envied, and her wardrobe, from the fur point of view, considered quite complete.

But, as time went on, furs began to take an honored place in marriage outfits where money was practically of no consequence, and some 10 years ago the world at large was much interested to learn that a certain noble lord had presented his bride with a sable driving coat valued at 2,000 guineas.

The leading French furrier yields to none in his enthusiastic interest in his work, and this is probably why he is so successful. Ask any one of the half-dozen Parisian artists in fur whether they honestly believe that the seal's dressed skin is really comparable in beauty to the rich silks and soft satins which play so great a part in the fashions of the moment, and he will look at you with indignant astonishment.

From his point of view, fur, whether it be sealskin, astrachan, mink, or, as of late, colt, is the ideal covering for the human form, and is in every way superior to such perishable and easily-spoilt materials as silk and satin.

"Fur," observed a great furrier quite gravely, "should be far more worn than it is, because it is the work of God, while every other material is the work of man." And it need hardly be added that, from the furrier's point of view, no pretty woman is ever seen to greater advantage than when her brilliant complexion and laughing eyes are set off by a frame of sable, or by an astrachan storm collar.



A handsome mink bolero and muff, the bolero coming down to a point in front and the revers being especially becoming.

"You ask me what would be my honest advice to a woman who wishes to invest a portion of her pin-money well and wisely in a set of furs?" observed a Parisian fur expert in answer to a leading question. "Well, from every point of view, I should advise her to acquire some form of black astrachan jacket; but, before adding anything more concerning this excellent fur, let me implore her to make a point of having her fur garment, whatever it be, made to measure.

"A fur jacket which has been properly fitted will not only wear three times as long, but also look three times as well, as even the most costly and handsome 'ready-made'—indeed, I should not hesitate to say to any lady: 'Better possess a mink jacket made to measure than a priceless sable cape which you have bought a bargain from your best friend. In the one you will be always seen to advantage, in the other your appearance will spell that fatal word misfit.'

"Astrachan, again, is admirably adapted to the now popular bolero, and, if expense be no object, looks remarkably well when trimmed with revers and collar of chinchilla; while those who object to astrachan as having a mourning appearance can greatly lighten the look of their jacket by handsome gemmed buttons, and even with collars and cuffs of white satin embroidered with silver or gold. Another important point concerning astrachan is that moths have a peculiar horror of this fur, and rarely attack it. I need hardly tell you that this is a very important point, well worthy of the attention of the wearer who does not care to store her furs each year."

"Sealskin seems to have quite gone out of late years; can you account for this curious fact?"

"Certainly, the reason is very simple. Seals have been so scarce of late that the price of a sealskin coat went up to something like £80 or £90; while, of course, it was possible to give a great deal more when absolute perfection was required. Now, however, the prices are lower, and a good deal of this beautiful fur will be seen this Winter.

"I must, however, warn you that whereas astrachan is to be had in all qualities and so at all prices, real sealskin can never become cheap, for there is practically but one quality. But no fur can be more easily imitated, and the market will be simply flooded with high class imitations which only an expert will be able to detect.

"However, to return to your friend. Should she have a dislike to astrachan she should turn her attention to mink. This useful fur is never very expensive, and the finer qualities often give a truly beautiful effect. Mink makes up to advantage and looks particularly well made to fit the shape. By the way, old sealskins can be made to look not only respectable, but very handsome, if a broad trimming of bear fur be added."

"But now, monsieur, supposing my young friend is willing to spend more money than I at first suggested, would you advise her to invest it in sables?"

"By all means, if she makes up her mind to go to a thoroughly reliable furrier, and also if she can make herself reasonably sure that that pest, the common moth, has not made good his entry into drawers and cupboards. Of course, there are as many qualities in sables as there are in astrachan

"A sable tail of the Canadian variety, which can be utilized in a variety of ways, but which never looks to greater

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advantage than as collar to a jacket, can be purchased for as little as a hundred francs ($20); for double that price a very handsome sable tail can be procured. Sable muffs, again, begin at about a hundred francs, but it is possible to give as much as a thousand francs ($200) for quite a small but fine specimen.

"Personally, I would prefer to see a lady wearing a really good caracul cape than one made of inferior sable, but the word sable seems to have a magic sound to feminine ears, and this fur is effective even when used in quite small quantities, for it adapts itself as perhaps no other fur can do to millinery.

"Nowadays, when furs are so much used in conjunction with one another, it is quite usual to see a women attired in, say, a sealskin coat trimmed with Persian lamb, while on her head is poised a sable toque lightened with a scarf of real lace.

"Chinchilla has always been a very favorable fur among English-speaking women. It is certainly one of the loveliest of furs, but it is so dear and so very little durable that I fear it should be regarded by most people as an unattainable luxury. I have sometimes been requested to provide a chinchilla cape by way of an opera cloak, but I should never recommend even the wealthiest of my customers to indulge herself in such a purchase. Just now we are using a great deal of ermine, and collars and cuffs of this quaint fur look very well in conjunction with sealskin."

"I suppose it is impossible to discover a really new fur?"

"Last year I should have unhesitatingly answered yes, but this Winter a real novelty in fur has been offered to the world; yet I venture to say that, though you are quite familiar with the animal which has provided this novelty, you would find it exceedingly difficult to guess the name of the beast in question.

"The new fur, which, as far as I can see, bids fair to become the rage, is horseskin. You will say at once, as I did, 'Horseskin is not fur.' Still you must remember the same thing might just as well be said of any of the short-haired varieties of which we now make use. As an actual fact horseskin takes a remarkably good finish and also a very good dye. We are making up blouses of this new fur—which, by the way, is known already as poulain (colt). As to what it looks like, I should describe it as having the appearance of long-haired satin; it is by no means easy to prepare, and a very simple blouse will cost the wearer from 300 to 500 francs ($60 to $100)."

"The fur blouse-jacket seems the craze of the moment?"

"Yes, the three-quarter jackets caught in at the waist are also particularly becoming to the tall, slight wearer, but they should be absolutely taboo to the plump. A pretty novelty is the fur sailor collar; of course, it looks far better when the collar is of a contrasting color to the rest of the garment. The so-called Medicis collar is going out, but it is so becoming that I expect to make up quite a number this year; still, it is not so new as the sailor.

"We have scarcely touched on the important question of capes and boas."

"The fur cape has, to all intents and purposes, gone out for day wear, though, of course, a good many are still being made up as carriage wraps; on the other hand, a sable cape is an ideal theatre wrap, being light and warm, and easily slipped on and off. The boa is as popular as ever; but the fur variety is never so long as is the feather boa, and I am glad to say we are no longer finishing off the former with the heads and feet of the animal. Chinchilla and sable stoles are exceedingly beautiful, and, as a rule, most becoming to their wearers; they are now made very long, and, in fact, should fall to within two or three inches of the feet."



Astrachan bolero blouse with vest, collar and cuffs of white baby lamb embroidered.



A Louis XV. Jacket of sealskin, with gold embroidered facings of white doeskin on the collar, undersleeve and pocket.

"And how about the muff of the moment?"

"The muff of the moment is very large and rather oblong and flat in shape. I am making muffs up with no stiffening, and with scarcely any stuffing. The ideal lining for any kind of fur muff is white or grey satin; black satin for the more useful and hardworking varieties. Many people are wearing muffs and boas to match. Every fur is pressed into service, but perhaps for the moment bear, sable, and silver fox are first favorites."

"I suppose you have your views as to what furs are most becoming?"

"Certain broad rules are very easy to lay down. Sable suits almost every type of woman, and so, to my thinking, does sealskin. Short women should rigorously eschew fur capes. Astrachan makes up more neatly than does any other fur. A short woman generally looks to advantage in a long stole—as, indeed, she does in any garment which produces a straight effect." —*The Ladies' Magazine.*

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PERHAPS, in all the various lines of a general dry goods stock, there is none that requires more tact, knowledge of the goods, and general salesmanship than carpets. When people buy carpets they are much more particular than when they are selecting dress goods, fancy goods, clothing, gloves, millinery or anything that is to last for only a season or two. But the average customer expects his carpets to last for 10 or 12 years, and he is correspondingly careful as to what he buys. Hence the necessity for tact in the salesman to please the customer, to meet all his objections with fair arguments, and to send him away satisfied for 12 years with his bargain.

***

I say that a thorough knowledge of the goods is most necessary, because, as a rule, customers know less about carpets than about other lines of dry goods, and very often they think they know more. So the salesman must not only be able to fulfill the expectations of customers who confide wholly in his knowledge, but he must also put the other class of customer—those who are persuaded that they know a good deal about carpets—on the right track, and sell them something more suitable than they themselves would have chosen. For, as one carpet dealer said, "a good salesman will not look out altogether for the present interests of his employer, but will combine those of the customer and the store, which is a policy that, in the end, really is wholly to the employer's interest."

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I have recently had a conversation with a gentleman who has had many years' experience in the carpet business, and, being a close observer and good business man, his ideas on the subject of handling carpets, it seemed to me, would perhaps be of benefit to others, and his remarks worthy of being set down here.

"It's pretty hard to say just what methods are best to sell carpets," he said, "because you never sell two in exactly the same way. Every customer has his or her likes and dislikes, needs, length of purse and little peculiarities with which good salesmen make it an important point in the sale to become acquainted.

"I have seen some clerks, when customers have been handed over to them, walk them off to the carpet floor and commence to haul down the carpets one by one with scarcely a word of comment during the whole time. Needless to say, their sales were not alarmingly large. When a purchase was made the carpet sold itself. He didn't get to know the customers' wishes, and so was not able to satisfy them.

"People are very much discouraged in this way. It looks either as if the clerk—I can't call him a salesman—was not very anxious to sell the goods or that he knew nothing about them. And customers dislike to buy from a man who can't tell them what they want to know about the merits and qualities of the goods.

"That's point number one. Let your customer see that you know everything there is to know about carpets, and it is easier by far to effect a sale.

"But to create that impression you must first find out some things from them. On your way to the carpet department engage them in conversation. Find out about what color, pattern and class of goods they want and about how much they are willing to pay for them, the size of the room, the number of windows, whether it is well lighted or not, the color of the wall paper, curtains, decorations, and anything else that will create a clearer picture in your mind of the room. All this can be done without seeming to be unnecessarily inquisitive, and when you know about the style of the room, nine times out of ten you can pick out a more suitable carpet for it than can the customer. He has not the knowledge of the many patterns and colors that the salesman has, and, as a rule, he hasn't as good taste in the matter of carpets, for good taste is acquired by experience as much as it is a natural gift.

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"The average customer knows nothing about carpets, and with proper representation, will buy a better grade of goods than he came in for. I always try to sell at least a medium grade, and to avoid the cheap ones. A great many people come in for cheap Brussels carpets, and I often sell them instead a high grade of tapestry, which can be had at about the same price, and will really be better for them.

"A customer frequently comes in wanting a certain shade, pattern, etc. Even when I know that I haven't got it in stock I 'put up a bluff' at hunting for it. This gives me time while I am rummaging around the rolls to say, from what I have already learned of the room for which the carpet is intended, something like this: 'Of course, you know, that pattern would be a little large for your room. It is only in the large rooms that these big scrolls are used as a rule. A small room, you see, doesn't give the pattern a chance to properly develop itself, and you lose a great deal of the effect. I think myself, though, that it's a very pretty design. I saw one up in Mr. Blank's house—but that was in a very large room, etc.'

"Before you're half through the customer begins to get shaky about his choice and soon you'll hear: 'Yes, that's true. It might be rather large for the room. Perhaps one of the same kind, only not so large, would look better.' Then it's your move again, and you use it to display your best design in something smaller. That's a little honest game that I suppose I've played a hundred times, and I don't remember many times that it didn't work.

"It's the same with colors. Even when you have just what they want and you know of another shade that will match better with the other decorations of the room, suggest it, and show them as well as you can how much better it would look. For you must always remember that you're trying to suit the customer for a decade.

"But while displaying your knowledge, it's a poor plan to do so in such a way as to appear to belittle the customer's ideas. I have no use for a 'pooh! pooh!' salesman. He's worse than the man who never opens his mouth. For he usually makes light of the ideas of the very people who have much better taste than he has, and who know it. It's best to

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appear to agree with the customer, and to have just one or two little ideas of your own, which, by a judicious display of such carpets as will illustrate your meaning and add force to your remarks, you can make so attractive that the customer will follow with you and usually adopt them as his own.

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"You know there are lots of women who so conduct affairs that they have their own way in everything, and at the same time make the head of the house think that he is having his way. These ladies could get rich in the carpet business, for its just that kind of tact that makes the very best salesman.

"But, to return to the customer. He wants something you haven't got and you've got something that he ought to want, but you don't want him to know that you want him to want it. In that case it doesn't do to appear too anxious to sell a certain carpet. But point out the combinations of colors. Remind him of the colors in his own wall paper, upholstering, etc., and show him how they would go together. Let him see how nicely the border—if there is one—matches. Perhaps there are some borders left over from other carpets that have been sold without them. These may take his eye even better than the right one.

"Perhaps you want to get rid of a certain line that isn't selling. Don't forget to mention a 'special price' on them. The customer need not know that it's only a few cents off. He gets his money's worth, and it is no dishonesty to let him go away with the idea that he got more than that. But after you've enlarged on the colors, pattern and weave of the carpet, be careful not to appear to be forcing a sale.

"I have very often noticed a peculiar thing in connection with this. No matter how talkative the customer may be, when he thinks you are trying to force something on him, he almost invariably becomes silent. He may say 'yes' or 'no' in an uninterested manner, but that's all.

"Now, that's a sort of barometer with me, and when the customer becomes silent, I hark back to his own choice again, extol its qualities and let him brighten up for a while. I bring down others of different shades to heighten the effect of the carpet I want to sell, show it in its very best light, and in the majority of cases I sell it.

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"There is a great deal in the manner of placing the carpets on the floor. A sale can be spoiled by putting them in the wrong place, say, alongside of goods of different colors, which not only do not match with the carpet you want to sell, but lessen its whole effect.

"If the carpet is in a light shade, darker ones beside it will show off its brightness and make it more attractive. And then, when selling a dark colored carpet, when those laid beside it are in light shades, the colors are developed more fully and the pattern is better appreciated.

"Get the proper light on them. Draw the curtains of the room so as to have about the same degree of light as in the room where they are to be used.

***

"Salesmen must be very persistent in displaying the goods. Customers will pick on some pattern that you or anybody else wouldn't have; so keep throwing down the goods until they have been all shown. A good salesman never counts himself beaten until he's shown everything on the floor. I have sometimes sold the very last piece of carpet I brought down, although I thought there was not the slightest use in showing it, for the pattern and colors did not seem to me to be the least attractive. But the customer thought otherwise, and took it.

"You see I carry a line of furniture also. Now, in selling high-class carpets I sometimes inquire what sort of furniture is in the room for which the carpet is intended. Then I place some chairs and perhaps a sofa on the carpet to show them how it would look. This is a good deal of work, and, though I have done it to help the sale of cheaper goods, it is not as a rule attended with such satisfactory results as with the high-class carpets.

"All the information about carpets you can give a customer should be given voluntarily during your conversation with him. The more you tell him about carpets, the better is your chance of effecting a sale, for the customer will rely upon your judgment and taste to a much greater extent, and, perhaps, be persuaded to take a carpet, when otherwise he would not have been suited. Let him know, then, that the lighter shades will be most serviceable, that they will clean easier and not soil so quickly; if he is partial to red, as the majority of people seem to be, inform him that that color wears easily. Let him know that a border on his carpet will make the room look smaller, and that if his room is small he'd better not have one, and that a small or medium-sized pattern will be best for him. Remind him that he should not have his carpets swept with a broom, but with a carpet sweeper—a broom is too hard. If you are able to tell him all these things—for, mind you, the average customer knows nothing about them—your chances of selling him the carpet you want to sell are much better.

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"The hardest people to sell to are the wealthy ones, who buy the highest-class carpets. As a general rule, they know quite a bit about carpets and have their own ideas as to color, weave and design which cannot be overcome by the salesman without the use of all his tact and knowledge. With the buyer of the richest carpets, it is largely a matter of color combination. They must have perfect harmony in the colors of their rooms, and with them the chief point for the salesman to observe is to dwell upon the shades, designs and texture of the goods as strongly as possible. You can't say too much about these things; and enter into the minutest details in regard to them. The wearing qualities of the goods are often with these customers secondary considerations.

"The middle class, I think, are the easiest to deal with. They want serviceable carpets, to last for at least eight or nine years, and it is principally with them that you can sell some particular line of goods that you want to get rid of, for they are willing to subordinate their ideas to yours, provided you can assure them that there is more wear in the carpet of your choice. The color and pattern are, of course, also important points, but, as a rule, I find they are more willing to rely on the salesman's judgment as to what color would harmonize with the other colors in their room, and what pattern would best suit the size and shape of it.

"I notice that the poor man—by 'poor' I mean the poorest class that buy carpets — generally wants the flashiest colors you can give him. Pick out the bright colors. Never mind suggesting anything that would be more suitable to the room, for your remarks will have very little weight. The point in this sale is to get the customer to take a little higher grade of goods. If it is properly represented to him that a better grade will last longer and be cheaper in the end, you can often succeed in selling it. But something that looks to be a lot for the money is what he will, in most cases, buy.

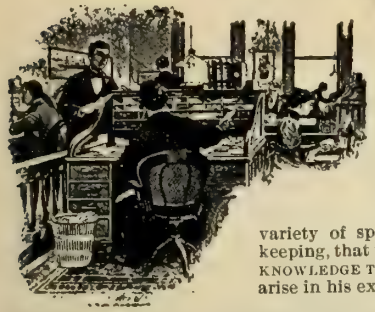
"Rugs are not bought now as much as they once were, but a reminder to the customer that if a rug is placed here and there on the carpet at the foot of the stairs, say, or in front of a sofa, or wherever there is most wear—the carpet will last much longer, will often result in the sale of two or three rugs along with the carpet.

"Now, my friend, I've talked nearly two hours to you, and there's a lady just come in, who, I see, has no one to wait on her. I believe she can be persuaded to buy a better class of carpet than she intended."

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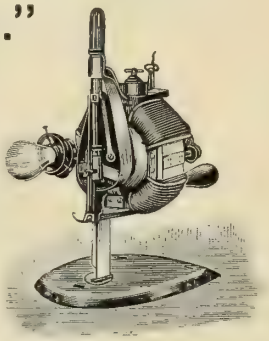
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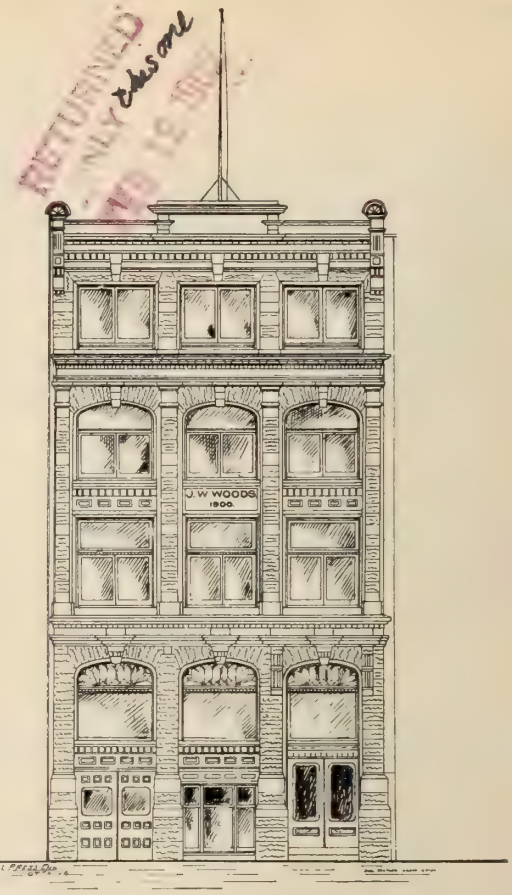
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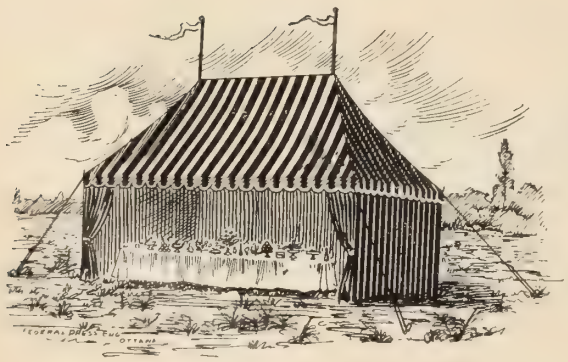
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Mr. Brock, M.P., on Profit-Sharing as a Business Policy for the Largest Enterprises.



RE business men aware how far the idea of co-operation is entering into modern calculations?

When carried out on a reasonable basis it pays a man in various ways: by enlisting fresh effort on the part of employes; by tending to prevent over-competition; by providing against accidents to the business during the principal's enforced absence. There are other advantages which some business men are not slow to perceive, and during the past five years THE DRY GOODS REVIEW has heard more talk in favor of a system of co-operation between capital and labor than ever before. For instance, the other day THE REVIEW happened to mention the matter in the most casual way in the presence of one of Canada's leading commercial men and was struck by the prompt and decisive endorsement drawn forth.

"Co-operation?" said Mr. William R. Brock, M.P., President of The W. R. Brock Co., Limited, "yes, I believe in that. It is a wise, businesslike, and practical line of policy, and one that commends itself after a trial. We have this business now working on that basis, and do you suppose that I consider all the advantages are on the side of the old and faithful members of the staff who have now an interest in the business? By no means. I feel sure that I get a return for the giving over of a share of my profits to others. True, my share is less by the amount they get, and many a man is exceedingly slow to relinquish what is rightfully his. Perhaps that is a natural feeling, but I am convinced it is wrong."

"Where do you think the advantages come in?"

"The business man who places his enterprise on a co-operative basis draws forth qualities hitherto unutilized. Mind, I do not say that an employe is not just as conscientious in the discharge of his duty as an actual member of the firm. But we must bear in mind that the sense of ownership develops in a man qualities he either did not previously show or was not conscious of possessing. My experience is that the volume of business done by the same staff actually increases under a co-operative system. Enlightened self-interest is a powerful incentive to increased industry, and, in addition to that, any man who is a partner in a concern is by that very fact in a better position to advance the interests of that firm than if he were only an employe. And, of course, under co-operation every employe of the right stamp feels that years of loyalty and industry will secure for him a share in the profits.

"Then, again, it is really necessary for a man to have trustworthy people who can carry on the business in the event of unexpected and prolonged absence. No one can be sure of permanent health. There is also on this continent a tendency to overwork the energies. In fact, it is, you may say, in general terms impossible for one man alone without partners to get the best results out of his business. He will do better under co-operation."

"What other benefits accrue from it?"

"Well, may we not also conclude that one cause of so much competition in trade is due to the fact that employes, feeling that there is no hope of a partnership or an interest in the business, are prone to embark with others in enterprises which they would never have thought of if their future had seemed promising in their old places? Even supposing their enterprises fail, as they often do, can we wonder at men wanting to make some permanent provision for their families in the declining years of life when the mental and bodily energies are not so vigorous? Depend upon it, competition for those of us who are in business would be lessened if the co-operative system were extended. I have never repented the step taken in connection with my own firm, and can recommend it to others."

"But is it practicable as a general thing?"

"Not only do I regard it as a profitable policy in individual cases, but I think its effect upon the whole industrial community would be good. The talk of socialism, of anarchy, of other wild forms of popular unrest is all due to discontent. If you can give the individual a stake in the country—make him, in short, a partner in the prosperity of the community—you constitute him a guardian of the order, peace and welfare of the state. There was Mr. Redmond, the Irish member who came here the other day. Why can he not repeat in Canada the agitation he has successfully carried on in his own country? Simply because he finds his Irish fellow-countrymen here prosperous, intelligent, contented. They listen with a certain amount of sentimental interest to his words. But they own property, they have something tangible to lose, so they are in no mood for any reckless proceedings You will find this condition of things almost universal. Give a man a share in the general wealth and he becomes a defender of that wealth. He finds an outlet for his activities in bettering himself and those dependent on him. Strip him of all share in the produce of his labor, except his actual wages—determined, of course, by extreme competition—and, if misfortune makes him destitute, you have the material ready made for an anarchist. There is no doubt at all in my mind, that the principles of co-operation—applied in each case as circumstances permit and not extended in any rough-and-ready way—are a sovereign cure for many public ills."

"I can see no reason why the principle should not be applied to the manufacturing and mining industries, to the railways; in fact, to every line of activity where success is largely dependent on the diligence, the ability, and the good will of employes. Take the case of railways. Employes like engineers, conductors, and station-masters have much to do with the success of the road. To their vigilance is due the safety of passengers, the avoidance of accidents, the consequent freedom from outlay due to damages. Give these men something in addition to their salaries, constitute them a part of the system, and you awaken the sense of ownership, the pride we all take in perfecting what is our own. You may think that this is carrying out the idea pretty far, yet, I have ground for thinking that some high authorities in the railway world have actually been considering some such project as one means of preventing strikes. Of course, in every case you could not make shareholders of even old and responsible employes, but some way could be devised of rewarding them."

"Would there not be a good deal of difference of opinion in arranging a basis?"

"Certainly, there would be. In a casual conversation like this we could not expect to exhaust the subject. What would work in one business would not suit another. Where it was thought fit to make shareholders of employes they might not have the money to buy the stock. Then, again, if stock were assigned to certain people during their connection with the company it might be difficult in all cases to make this work. Care must be taken to modify the system according to the needs of the particular instance in which you apply it. But, as regards the general principle—as a means of avoiding conflict between capital and labor, as a plan for increasing the efficiency and developing the sense of responsibility and the self-respect of the individual—I am quite clear."

"Is this a private conversation, Mr. Brock, or would you say the same thing in public," asked THE REVIEW.

"Well," said Mr. Brock, reflectively, "I see no objection to your printing what has been said, because these are my opinions and I am prepared to stand by them in private or in business life, or in Parliament."

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1, 2, 5, 6, 7, 8 London House Yard.

MANUFACTORIES, Warwick Lane and Paternoster Buildings.

Fashion Notes From Paris.

The Long Skirt—New Ideas in Blouses—Embroidery for Dresses—Millinery Shapes and Trimmings—New Gowns.

From THE DRY GOODS REVIEW'S Special Correspondent.

Paris, December 10, 1901.



DESCRIPTION of the costumes worn at the chrysanthemum show and at the smartest theatres which have struck me as being exceptionally chic this last week or so may interest my readers. But first of all a few general remarks.

As I predicted, the short shirts have not found favor with the fashionable world. Never, perhaps, have they been worn so long and "volant"; tight and clinging from the waist to knee, it then spreads out to give the idea of a wide flounce, although often cut in one, and sometimes being finished off with an inverted V shaped insertion from the knee downwards, or with trimmings, braidings, stitching in conventional designs.

Although these skirts are not comfortable for street wear, nothing is more graceful and becoming for the drawing-room. Even to a short woman with a tendency to "embonpoint," it will give an appearance of greater height and slimness. Most of these skirts are plain at the back, fastened with invisible fasteners, surmounted with the same trimming that is used for the dress.

For theatre wear white cloth skirts are being much worn, replacing the plain duchesse satin and peau de soie.

BLOUSES.

These are as popular as ever. It is indeed impossible to imagine what beautiful models one sees on every side. With many the Marie Antoinette fichu, in white mousseline de soie, medallioned and edged with lace of all descriptions, is being worn, which is most charming either with a yoke or decolete. A very striking model blouse is of a flesh tint in tulle, clinging closely to the figure, decorated with a jetted embroidery, the sleeve tight to elbow, falling V shape with an inserted lace cuff.

Another Norfolk shape: the bands both back and front are embroidered with the Louis XV. ribbon and basket, the yoke being narrow is in a finely-pleated taffeta, with neckband of plain taffeta with two rows of narrow black velvet ribbon; the Swiss belt being also of black velvet embroidered with steel. The sleeves are finely tucked and finished off at the wrist with a frill of point d' esprit and Irish point. The sleeves are invariably finished off with wrist revers "sabotee" with white mousseline de soie.

EMBROIDERED DRESSES.

The rage for embroidered and lace-trimmed gowns of every description knows no bounds; such a thing as a perfectly plain dress is rarely or never seen, even the cloths, homespuns and zibelines are embroidered and tulle trimmed just as the mousseline-de-soie and fine linens were during this last Summer. Tucks are of every dimension, but more especially very narrow and taken in every direction, straight, zig-zag, waving and serpentine.

NEW COLOR.

A new color which is well spoken of is a clear and fresh-looking red, called in the trade "rouge d'homard." Although trying for street wear it is wonderfully pretty by electric light.

HATS.

These are still worn low and sloping to the back being "en forme" with the low coiffure adopted by the "grandes elegantes," although this fashion of dressing the hair low to the neck does not seem likely to become very generally popular in Paris.

A model becoming to most women is a very large white felt, the brim raised at each side and almost covered with a black lace drapery, two ostrich feathers falling on the hair at the left side.

A smart walking hat is in the latest sailor shape, having a curved-up brim. The under part is covered with a red panne, white spotted, trimming around the crown of the same through which is passed a large plume.

A good shape is the "Artagan," very much after the style of the Marquis but with softer lines and so more becoming. A blue pastel soft felt is edged with bevor cloth and trimmed with a beautiful ostrich feather taken from the front and falling on the hair at the back; the turned-up left side has a black bow and rosette.

Black velvet ornaments of all descriptions are much used for trimming.

ROBES.

At the chrysanthemum show in the Grand Palais, I noticed a green cloth costume having two biased insertions of a paler shade at the bottom, and middle of skirt embroidered in flowers "glure ancien," also eight narrow insertions of panne at equal distances from waist to hem; the white cloth collar and pointed machine-stitched yoke was fastened with jewelled studs, the bodice crossed over at the bust front and fastened at right side of waist with three jewelled buttons.

A dark green homespun has the skirt cut in two pieces and forming a deep flounce from the knee. Bolero bodice, which, as well as sleeves and skirt, has jagged edges bordered with gold, the vest in a darker shade of green panne and under each edge of the skirt was a band of the same.

Seen at the opera the other night was a very beautiful Empire evening gown in cherry-colored velvet, embroidered with large flowers "art nouveau." A draping of English point lace from the top of bodice falls over the shoulders, forming sleeves, and the low decolete corsage is finished off with a wreath of marguerites in "art nouveau" shades.

In my next letter I shall have something to say about fur coats for motor-car wear, as well as all sorts of evening cloaks and dresses.

A. E. D.

THE "EXCELDA" HANDKERCHIEF.

Perhaps no article of personal use is of more importance than the handkerchief. Probably it has happened to most of us some time or other to find ourselves without this necessary appendage, and then—and then alone—do we fully recognize what an important part is played in our daily life by this article. The "Excelda" handkerchief has won for itself a premier position in the trade, and its success has exceeded even the most sanguine anticipations of the manufacturers. So great, in fact, has been the appreciation by the public and the trade alike of these goods that the makers have had to take steps to largely increase the production. In appearance the "Excelda" handkerchief combines the gloss of linen and the softness of silk; even after repeated washings the appearance of the handkerchief is quite unchanged. "Excelda" handkerchiefs are very comfortable in use, being very soft and absorbent. The handkerchiefs are made in a variety of qualities, and in all sizes, both for ladies and gentlemen. They are produced in a very large range of plain and printed cloths, and we have seen a large range of new designs and styles which are just being put on the market. Another point that should be noted in connection with "Excelda" handkerchiefs is the price, for even for the best qualities the price is a popular one. "Excelda" handkerchiefs can be obtained from any wholesale house, and every handkerchief bears a ticket stamped "Excelda."

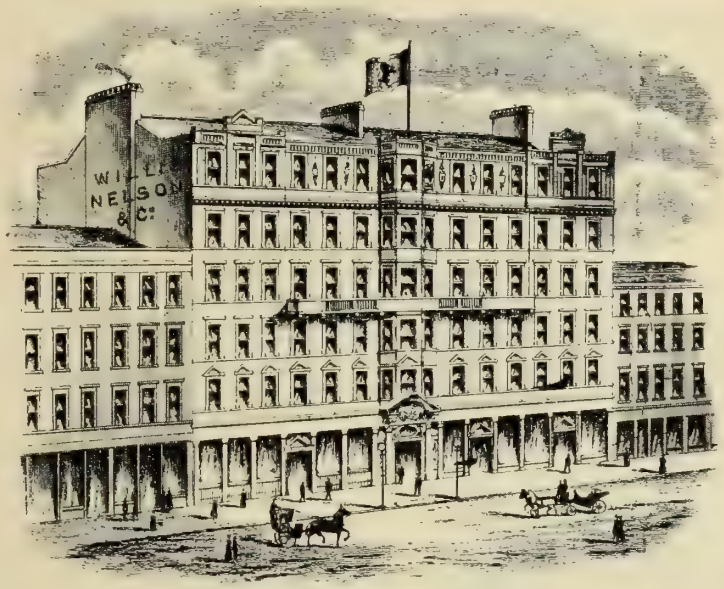
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FOR FALL 1902.

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We are showing a range of Velvets and Velveteens for Fall that will interest the largest manufacturer; also full range of Millinery.

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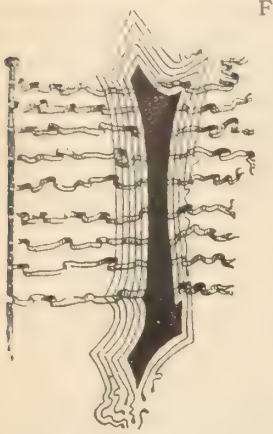
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MERCHANTS CAN HAVE THEIR CLOTHS WATERPROOFED TO ORDER.

The Dress and Personal Adornment of the Prime Minister

Sir Wilfrid Laurier's Tastes, Habits and Fads in Costume.

Specially Written For THE DRY GOODS REVIEW



IF a sturdy Liberal farmer came to the Capital and chanced to meet and recognize by his photograph the Prime Minister advancing towards him he would not stop to think how he was clothed—yet, he would unconsciously have been impressed with a sense that his leader was dressed as befitted his position—well, yet not ultra-fashionable.

Sir Wilfrid Laurier may be said to keep closely in touch with the mode in general, but not in detail. In the minor points of his attire he is a law unto himself and in one special particular he differs from most men, that is in his dislike to jewelry. He never wears a ring of any kind and will not even own gold-rimmed eyeglasses. These latter are suspended across his vest by a black silk cord and knotted strands of black silk do duty for a watch chain. There is but one exception to this hard and fast rule of no jewelry — the Prime Minister almost invariably wears in his puff tie a horseshoe pin, the symbol of good fortune. It may be discerned in most of his portraits.



These, by the way, are few in number — the busy man of affairs has apparently none of that excessive amour propre which makes some noted people wish to pose whenever they happen to be passing a photographer's. In his own house it is doubtful if a photograph can be seen, for each one is given away in response to many requests almost as soon as developed.

In the House of Commons Laurier wears, as a rule, a Prince Albert coat and trousers of a dark shade with silk hat, usually doffed before entering. Sometimes he is seen with a Derby; last Spring for a time he wore a grey fedora, the first time he was known to do so. You may look in vain for a boutonniere when the Premier is in evening dress at the theatre or elsewhere; he does not affect flowers.

Most people think that the Liberal leader looks his best in a quiet black suit. But, does he never become resplendent, you may ask? Has he no "glad" clothes whatsoever? Ah, yes, the knightly courtier can ruffle it with the best of them in gold lace and grandeur on certain State occasions. His Privy Councillor's uniform of black and gold lace is seen by Ottawa people at State reception and drawing-room, and suits him better than it does the portly figures of some of his colleagues. It is distinguished from the rest by a little more gilt and glitter.

When he welcomed Prince George he looked quite as distingue in his black broadcloth as the Duke in his gorgeous Admiral's uniform. But one could not imagine him as looking anything else than distinguished—even when seated at the breakfast table in negligee morning coat or double-breasted pea-jacket. The Premier in a smoking jacket would doubtless be a picturesque figure, but he is never seen in one, as smoking does not agree with him. When he rests from cares of State he dons a garment of a reddish brown shade, built for comfort and not style, and as such not particularly interesting to readers of THE DRY GOODS REVIEW.

Our Summer statesman is probably to be seen in a suit of bluish-grey of a vast becomingness. Sometimes a thin silk coat of grey is worn, and the waistcoats are invariably of white, a scarf of white also being worn. Apparently he has no use for the festive tan shoe.

In Winter the Premier's suits are always dark in shade with fancy waistcoats in pin dots of red and black. His overcoat is of dark grey, but in very cold weather he wears an extremely handsome fur-lined black overcoat with collar of marten and cap of the same. Until last year the collar was of seal.

In gloves his preference is for dark tan and grey; his taste in ties is very quiet, these nearly always being dark black, perhaps with a touch of red, or grey in Summer. He has, however, been known to wear red ties, but is not often seen in them lately.

In conclusion, one may say that Sir Wilfrid always chooses articles of the best quality, and the charge levelled at Christopher Smart and mentioned by Johnson that "he did not love clean linen: and I have no passion for it," could by no means be brought against the leader of the House, who is scrupulously neat and particular in his attire.

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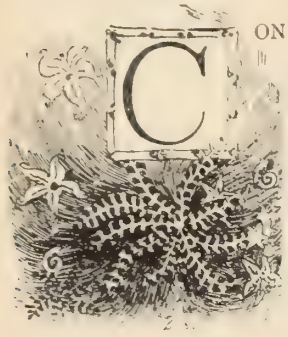
—ASK YOUR WHOLESALE HOUSE FOR THEM—

Western Prospects for Spring Trade.

A Bright Outlook for 1902—An Immense Crop Being Marketed—Talks with Buyers as to Styles and Prices—New Samples and the Trend of Fashion—Better Goods Counted on to Sell.

From Our Own Correspondent

Winnipeg, December 16, 1901.



CONDITIONS in the West are in striking contrast to the same season last year. The December of 1900 witnessed good trade and active preparations for Spring, but it was in the face of an almost total crop failure. This season the great crop is assured, and, though marketing has been delayed by the early rains, the recent glorious weather has largely made up for that, and the amount of grain that has been threshed and marketed since the second week of October is almost incredible.

THE BIG CROP MOVING.

All day, all night, the threshers have hummed merrily; long processions of teams, their wagons loaded high with bags, have filled country roads, and on lines of rail there has been the rattle and clatter of the trains of "empties" going west and the dull rumble and solemn "chug," "chug," of the long, long trains of loaded cars going east. The prairie has witnessed the unusual spectacle of the Pacific Express drawn up on country sidings while hundreds of cars of wheat rolled by on their way to Fort William. In a single day on one division of the road there were 800 cars of wheat, and yet the call has been for more cars. Elevators at many points have been blocked for weeks, and after the last boat has pulled out of Fort William there will be abundance of wheat to fill every elevator there to the top notch and a million or two bushels that will not even be threshed until next Spring.

The concentration of all energies on the moving of the wheat has retarded Fall business somewhat, but has left no uncertainty as to business next Spring. All travellers are out with specials, such as prints, muslins, blouses, and the like, and all city houses report very large placing orders.

One drawback of the Spring Number coming out so early is the fact that all representatives of Eastern houses having sample-rooms in Winnipeg are out of the city, and as no one is left in charge it is difficult to get any information as to the samples carried or what they are doing. However, it is safe to assume they are carrying up-to-date lines and meeting with a measure, at least, of the success of their Western neighbors. Nearly all eastern houses have increased the number of their representatives in the West this season.

LARGE STOCKS LAID IN.

No better evidence can be given of the confidence of Western wholesale men in the business of the coming season than the size of stocks purchased. In very many instances the purchases are quadruple those of last year, and this, too, in the more expensive lines of goods. Western merchants who rely on the Winnipeg jobbers for their stocks will certainly this season find their confidence well placed, as stocks were never more varied, complete, and well chosen than they are this season.

A BUYER JUST BACK.

Though dealing more especially in staples, which appear always to be arriving in carloads, Stobart & Co. by no means neglect the lighter and more fanciful lines as is evidenced by an array of pretty neckwear, tortiseshell hair novelties—such as combs, birettes, winged hair retainers—laces, embroideries, dainty hosiery and the like to be found in the department presided over by Mr. John Suckling, who has just returned from a European trip. In ribbons, this house offer a specialty this season in "fancies" at prices that seem marvellously low considering the quality of the goods. "In men's furnishings," Mr. Suckling remarked, "there is nothing very new to say except that the outlook for trade has justified us in more than doubling our last season's orders in all lines, and already in some classes we are repeating orders. This applies also to ladies' goods, in such lines as hosiery, blouses, waterproofs, laces and ties. Cut steel chatelaine bags and 5-in. wide elastic belts are among the novelties of the coming season. In hosiery, the lace and embroidered effects are already popular." Mr. John McDonald, who buys for the dress goods, house-furnishings and staple departments, showed your correspondent a fine range of dress goods, particularly in black, fancy mohairs, railroad cords, mohair crepons, brillantines and the like, and a dainty line of colored armures. Of "Optimi," the house's own brand of dress serges, in blue and black, more than 1,000 pieces are already in stock. This house make a feature also of English "ready-to-wear" skirts of a high grade and the stock shown this season is superior to any yet handled. These skirts are deservedly popular in the West, owing to grace of cut and neatness of finish.

THE R. J. WHITLA CO., LIMITED.

To the old query, "What are we going to wear next Spring?" Mr. Campbell, the fancy goods buyer, promptly responded: "Ties." He was sitting with a table full of dainty neckwear in front of him, and such ties! Last season's goods seemed to have touched perfection, but to-day they seem dowdy and out of date. In colors, there are all pastel shades in soft canvas weave, with Dolly Varden, Dresden or Paisley ends, and iridescent Paisley ties. In white and cream, gauze scarves with applique mechlin ends—lace ties of every pattern; but newest of all is the taffeta scarf with deep full flounce ends, with alternate rows of Val. insertion, or Dresden bands.

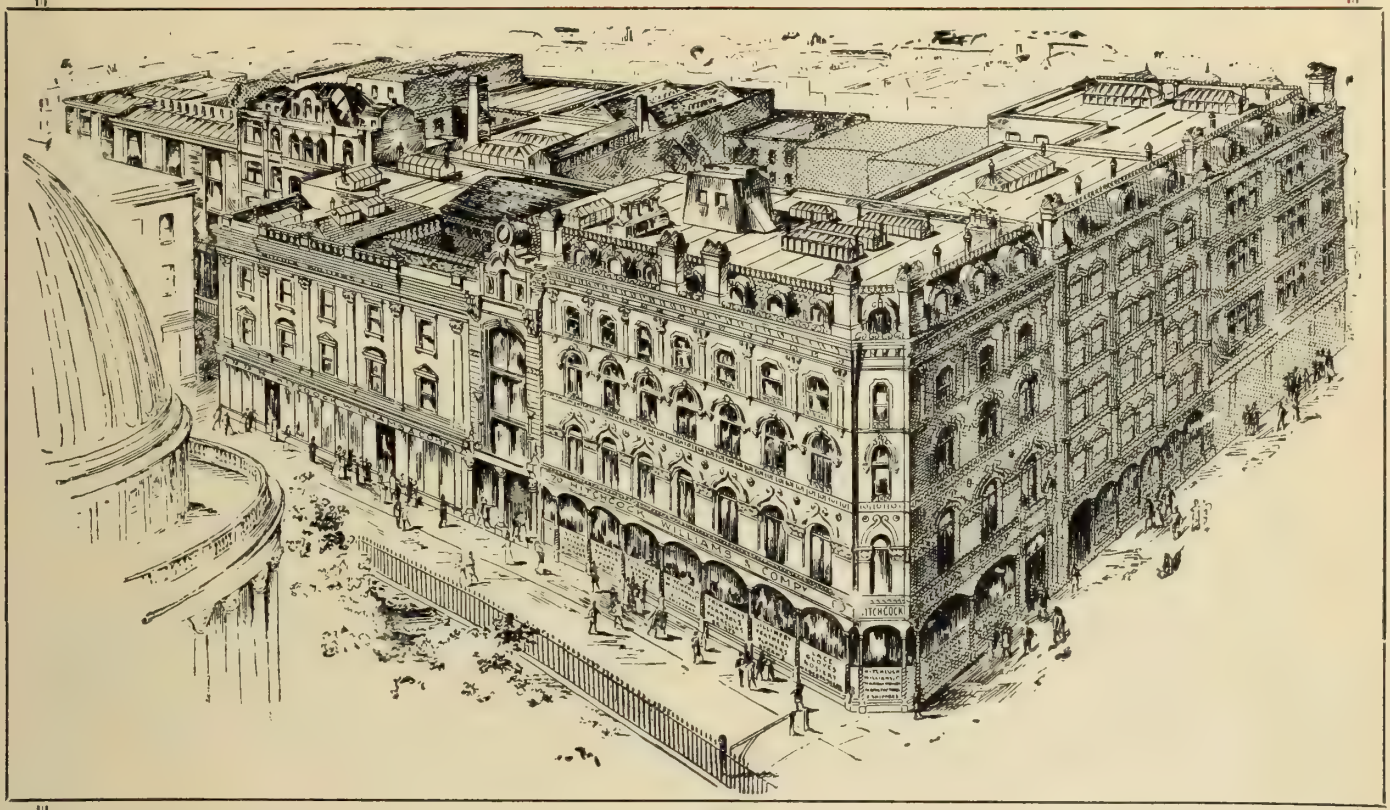
Veilings, too, show a new departure and a distinct improvement. The net veil is superseded by an open weave of gauze with small flat chenille dots, either single or in scroll design. A particularly pretty effect, for Spring costumes, is a golden brown gauze with small cream dots.

All-over laces seem more popular than ever, while it would seem impossible to overdo in the matter of lace for edgings, insertions, and lace galloons. The latest is "Arab," in a pattern of mechlin ovals, alternated with heavily-wrought leaves, and small buttonholed figures. Laid over colored ribbons, this is a handsome trimming for a gown. In black, double insertions with patterns outlined in silk cord, are very good. There is a marked return to torchons and Calais Vals. for wash goods.

BLOUSES.

A new lease of life and increased beauty has come to this most comfortable garment. Styles are legion. The yoke coming below the armpit, waving lines from shoulder to

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Manufactories, *Warwick Lane and Paternoster Buildings.*

ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **FANCY HOUSE** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials,
Fancy Lace Goods, Blouses, Chiffons,
Fancy Costumes, Mantles, British and
Foreign Dress Materials, Prints, Silks
and Velvets, Ribbons, Trimmings and
Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

We are sending our Mr. Cliffe to Canada with a magnificent range of samples. We trust all traders will inspect them.

waist and diagonally trimmed fronts, buttoned up the back, are the best, while, in colors, white, ox-blood and linen lead.

It would seem as if it was no longer necessary for the mother of a family to know how to sew, as everything is made to her hand, from capacious kitchen aprons to nobby Summer suits for Jack, aged 10, and dainty frocks for Gladys, just budding into the importance of 14. A novelty for girls is the muslin hat with tam crown and ruffled brim, an effective setting for young faces.

DRESS FABRICS.

In dress goods, the variety and beauty of the textures has rarely been equalled and never surpassed. The marked return to plainly-woven fabrics and solid colors has led to special care being given to coloring and finish. Amongst the newest goods are the Eoliennes, a mixture of silk and wool, so fine and silken in texture that the whole width of 44 inches can be passed through a finger ring and fall in a mass of shimmering folds without a crease. These goods come in cream, V. rose, French greys, wedgewood blue and green, fawns and blacks. Next in favor and almost as beautiful are the crepolines and voile cloths. In suitings, satin vigoreux, box and satin cloth will be leaders—in shades of fawn, dove breast grey and black. In distinctly Summer gowns there is every evidence of its being a great white season, and every variety of white fabric is shown from the gauze-like organdies to madras weaves and hemstitched lawns. In colored goods are the wonderfully dainty organdie surfine and organdie soyeuse, barege effects and the linen, thin as bolting cloth and fine as silk, known as tussore. Grenadines will also be good, and the patterns are very handsome.

GAULT BROTHERS.

Business was booming with this house, and your correspondent was fortunate enough to see the new Summer hosiery unpacked. There is no doubt fancy stockings are gaining in favor. In all black they are showing beautiful lace effects, the pattern extending from the top of the stocking to the toe, and giving a slender appearance to the foot. Colored silk embroidery in fancy patterns and stripes and rings of gay colors are shown in great variety, while solid cardinal hose, for both men and women, are the latest thing out.

On the same floor with the hosiery are the mercerized and other fancy cotton goods, and they certainly deserve more than passing mention. One of the newest shades is harvest blue, a deep rich shade rather lighter than royal. Many of the designs show combinations of black, white and blue, black, white and purple, or black, white and grey, showing the tendency to silk mourning, which is still a marked feature of many lines of English-made goods. A particularly dainty design was a series of skeleton rings in black and white scattered over a ground of lavender. In mercerized goods there is a great show of black and white in combination.

Delainettes are among the new goods, and are really cotton delaines reproducing exactly the coloring and design of the French delaine. These goods will retail as low as 10c. The regular French delaines are making a considerable bid for favor and were never prettier.

In blouses, this house are showing a particularly fine line in all black and all whites. In white goods the tendency is very much to the blouse buttoned behind, and the combinations of lace, insertion, tucking, hemstitched tucks are legion. The plain organdie blouses are extremely pretty, as are also the black blouse with the tucks hemstitched in white. A pretty novelty in blouse goods is the tucked China silk in cream and black, with bands of insertion let in.

Gault Brothers make a specialty of men's goods and the stock of ties, shirts, etc., is large and very complete, showing the very latest designs. Another special line is the raglan effect waterproof for ladies, which has the appearance of a handsome Summer ulster.

NOTES.

Mr. Slater, the chief representative of Robinson, Little & Co., had just returned from a trip and reported that he and his three assistants were kept almost too busy to eat. A case of the latest blouse samples had just been unpacked and showed the latest development, the elbow sleeve finished with the frills of pleatings, one falling over the other and having the effect of a small bell. The white blouses were marvels of exquisite needlework effects. In Tussore blouses the hand-embroidered stripes are worthy of note. These blouses are decidedly the newest thing out and show a marked change in style from the samples sent out a month ago.

The representatives of John Macdonald & Co., Kyle, Cheesbrough & Co., Knox, Morgan & Co., S. Greenshields, Son & Co., were all away when I called, and Mr. Godfrey, Parker and Mr. Atcheson, buyers for The Hudson Bay Company, had not yet returned from Europe, where they have been for some time purchasing the latest in the market.

E. C. H.

THE COSTUME OF A GOLFER.

SAYS an English authority on golf: "A greater variety of costume is worn at golf than at any other outdoor sport or pastime. Cricket, football, rowing, etc., have their more or less stereotyped fashions of attire, from which no serious departure would be tolerated. But the golfer is free to exercise his fancy, and it must be said that he shows little diffidence in so doing.

"Without entering into any detailed description of golfing costumes we have seen, it may be said that there is no contrast of color, no eccentricity of combination too great for the unfettered fancy of the golfer. He puts on his golf clothes like a strong man rejoicing to run a race. Each fresh atrocity that he adds to his person is but the outward symbol of the savage joy he feels at escaping from the thraldom of everyday conventions.

"But while it may be possible, in this way, to explain, and even to pardon, the exuberance of the golfer's taste in clothes, there are still certain combinations which no man of taste could ever tolerate. In other words, while there is no golfing costume that is de rigueur, there are many to be seen on the links which cannot be defended either on common sense or æsthetic grounds.

"The panoply of a deerstalker is quite out of place on an inland park in midsummer, and the attire of a cowboy or a nigger minstrel is equally uncalled for in any climatic or geographical conditions under which golf is played. The dressy man has every facility at golf for indulging his predilection for what is newest and smartest, and the slovenly man is free to be much more slovenly and careless than is possible in everyday life, but both may freely humor their idiosyncrasies without overstepping the limits of order and decency.

"The very absence of a hard and fast convention in golfing attire makes the golf links an excellent place in which to gauge a man's æsthetic perception and susceptibilities. But let the golfer beware of making it more. A man's golfing rig affords no clue to his golfing ability. I know many first-class golfers who are very ill-dressed on the links, and I also know many more whose play is much less accurate than their costumes.

"It is not by his dress that you will detect the driver, and not every man that wears puttees can putt. As a general rule, the golfer to fear is not the obviously dressy or the conspicuously dowdy man. He whose clothes sit easily on him, without specially attracting your attention, and without revealing any abnormalities of physical conformation, will probably play the best game and prove the most agreeable partner or opponent."

Staunton Wall Paper



A LEADING INGRAIN FRIEZE IN OUR NEW LINE.

JAN 13 1902
to them.

We have a big stock ready for shipment of our most successful patterns in all grades.

Our travellers have samples of these, and we have a set specially prepared for mailing and expressing. A postal will bring you a salesman, or an express set (charges paid).

Our goods and our prices will command your orders and will bring you good profits.

All orders placed with us will be filled promptly and in ample time for Spring Trade. This is worth remembering.

Write for Samples.

STAUNTONS Limited

MANUFACTURERS

TORONTO

(FORMERLY M. STAUNTON & CO.)



EVERYONE IN THE TRADE

that examines or handles the products of
THE GUELPH CARPET MILLS :—

Wiltons, Brussels, Ingrains, Art Squares

is pleased with them. Some consider them superior to any other Canadian carpets and by no means inferior to the much-talked-of imported article.

There is no better equipped mill than ours, and as we are gaining credit for giving a little bit better value than other makers, we are striving to sustain this reputation.

For Spring, we are now showing some new and very beautiful effects, both in figure and coloring, embodying the creative ideas of our skilled designers, as well as many outside artists.

Our long-established system of selling direct from our mills to the trade, assures the closest prices and most prompt shipment.

Repeat orders of any of our patterns supplied on very short notice.

If our travellers have not recently called, let us know and we will forward you some samples.

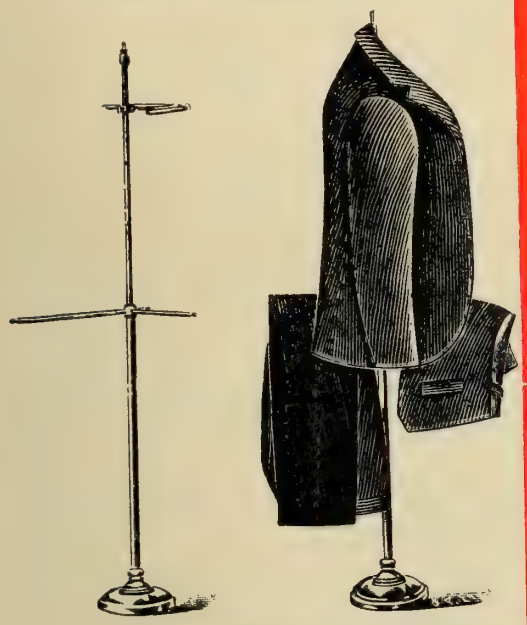
Guelph Carpet Mills Co., Guelph

LIMITED.

8,000 square feet of manufacturing floor space.

"You know" that it pays to buy from the maker.

GENTS' FURNISHINGS.

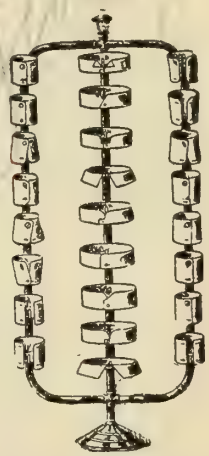


No. 289

DRY GOODS.



No. 256



No. 254
Harp Collar and Cuff Stand.

We Thank You For Past Favors And Wish

THE TORONTO BRASS MANUFACTURING CO.

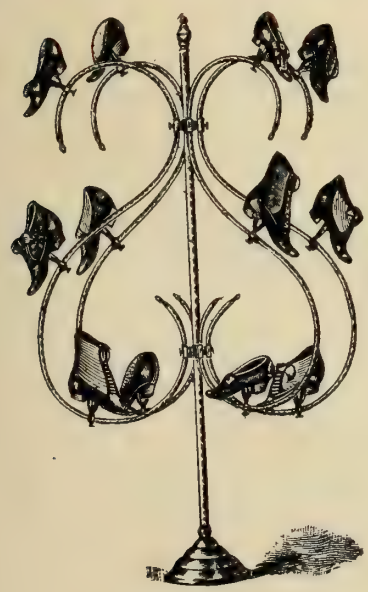
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Phone—Main 814.

W. G. ANDERSON, Manager.

BOOTS AND SHOES.



No. 533

You And Ourselves Greater Success In The New Year

MILLINERY.



No. 401

Stop talking about fixing up, and send in your orders.

Write a card "now" for our New Catalogue.

A Trip Through the West.

A Commercial Traveller's Verdict on Our Prairie Empire—How its Resources and Development Impress a Visitor.

For The Dry Goods Review.



THE old saying, "Go West Young Man," has to we Canadians a fascination beyond the ordinary. It is well known that Canadians are a patriotic and home-loving people, and in these respects we are justified. A native of this healthy northern country who can take a trip from Toronto or Montreal to Victoria and not feel proud of his country is not worthy of the name "Canadian."

Starting from Toronto by rail via Owen Sound, over Lakes Huron and Superior on the splendid Canadian Pacific steamers to Fort William, thence by rail through Rat Portage to Winnipeg, then over the splendid farming lands of the Western prairies, through the ranching country of Alberta, and on through the glorious mountain scenery of the world-famous Rockies to the Pacific Coast, stirs in the breast the feelings that make the man, and impress on one the immensity of territory, the wealth, and the beauty of Western Canada. We have there a heritage of which we do not know the size, a country of inestimable wealth, and a district which is destined to become the home of millions. As one passes through and sees the thousands upon thousands of acres of rich land, and as yet so few tenants, you cannot help feeling there is a prosperous future ahead for the farmer, the merchant, the stock-raiser, and the miner.

A few years ago Manitoba and the Northwest Territories were considered very remote districts, where only the most venturesome and hardy settlers might try to make a living. At the present day we look on these districts as closely connected parts of a substantial country. Development has been rapid—success has been sure. Hard work has been necessary, but industry and perseverance have had their rewards.

This year the West has yielded a crop of grain of tremendous proportions, and the herds of cattle and flocks of sheep are larger and more numerous than ever before. This is a year of plenty. The typical Western spirit of cheerfulness is everywhere noticeable, and a wholesome feeling pervades the country. A year ago the crops were not large, but people said: "Never mind, we will be all right next year." And so it has turned out. From a "trade standpoint," only the most hopeful view can be taken. Merchants who have been behind in their payments will be able to pay up all arrears, and those who have always met their paper will be able to take their discounts.

Already a large proportion of grain has been marketed, but threshing is still going on, and on account of the unusually large yield will last until late into the Winter. The rain which fell so heavily early in the season had the effect of lowering the grade of wheat from "Manitoba Hard" to "Northern," but still fair prices are being realized. Those farmers who had their threshing completed before the rain arrived will profit by their thrift and foresight, and this should be an object lesson to those who are late, and who consequently have lost thereby.

Emigrants from Britain, and the European countries have been taking up land quickly, and also many Americans have come over and settled. The Edmonton district is filling in very rapidly this year. New towns are springing into life, and land is being sold at fair prices.

A word should be said about that district between Edmonton and Prince Albert, along the Upper Saskatchewan River; and the country directly north. There the land is very fertile, and mixed farming has been carried on successfully. Many settlers are flocking to these districts, and soon all the best land adjacent to the towns will be taken up, and prospective settlers will be compelled to go farther north. Splendid reports come from the surveyors of the districts far north of Edmonton, and, no doubt, heavy immigration will settle there.

The Lethbridge and Macleod country has been much benefited by the irrigation now in operation in that district and it is expected many will settle in there.

The Kootenays have been very quiet this year on account of the serious mining strikes, but hopes are now entertained of an early settlement of the difficulty, and then the development of that rich mining district can go on with more energy than before. The coast trade seems in a healthy condition and many splendid orders have already been given for Spring business.

The new railway, the Canadian Northern, which is being built from Port Arthur to Edmonton, will open up a rich country in the mining region south of Rat Portage, and give connection to a vast country between Gladstone and Prince Albert and Edmonton. The construction of this line is being pushed rapidly.

The large amount of advertising the West has had this year will help to bring settlers from the States, but could not more be done to induce the sturdy farmers of Britain to come to Canada in preference to South America and other more distant countries?

We want the good American settlers, but we also want many more Britishers whom we admire for their sterling qualities and their ability to adapt themselves in a practical way to new circumstances.

The West offers splendid advantages to the settler who has courage and energy, and who wishes to get along rapidly.

John Lindsay.

Toronto, December 2, 1901.

COMMENTING ON THE TARIFF.

The prominence given recently to the question of the introduction of a revenue tariff for this country gives additional importance to all tariff questions affecting the interest of our colonies. We therefore note with interest the references made the other day by Sir Wilfrid Laurier to the present Canadian tariff. There seems no likelihood of any increased import duty on woollens, though Canadian manufacturers declare that a change in the direction indicated is essential to the continued prosperity of the Canadian woollen industry. Sir Wilfrid Laurier pointed out that while tariffs are not intended to be permanent their stability is one of the guarantees of industry. With regard to reciprocity, the Premier declared that Canada would not send any more delegations to Washington, but that he would not be surprised if Washington were to sent delegations to Canada. There is a self-confident note about this that we like. We note that the Canadian Manufacturers' Association has passed resolutions asking the Government to establish a consular system in the leading trade centres of the world and to subsidize a steamship service between Canada, South Africa and Australia in order to assist the industrial movement in building up the trade between the colonies.—London Drapers' Record

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

Consisting of 126 Steamers Aggregating 450,000 Tons.

BEAVER LINE

Winter Sailings between St. John, N.B., and Liverpool direct.

From Liverpool.	STEAMERS.	From St. John, N.B.
Tues., Nov. 19	†LAKE SUPERIOR	Fri., Dec. 6
" Dec. 3	GARTH CASTLE	" " 20
" " 17	LAKE ONTARIO	" Jan. 3
" " 31	†LAKE SUPERIOR	" " 17
" Jan. 14	GARTH CASTLE	" " 31
" " 28	LAKE ONTARIO	" Feb. 14
" Feb. 11	†LAKE SUPERIOR	" " 28

†Carries Second Cabin and Steerage passengers only.
Steamers sail from St. John on arrival of Canadian Pacific train from West.

WINTER RATES.

FIRST CABIN—Single, $42.50 and upwards. Round Trip, $80.00 and upwards.
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.

ESTABLISHED 1798

PATENT BAR LOOP

NEWEY BROS

ORIGINAL SWAN BILL

MANUFACTURERS OF

HOOKS & EYES

105 to 113 BREARLEY ST.

BIRMINGHAM. ENG.

Telegraphic Address PELICAN, BIRMINGHAM. Telephone N° 1814

PATENT INDENT SAFETY

CENTER SPRING

GRUBOC COLLAR CANVAS

IS THE

BEST



FOR SALE BY ALL WHOLESALE DEALERS.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings; $40 per thousand, payable in advance: but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL. 10 Front St. East, TORONTO.

GEO. H. HEES, SON & CO.,

MANUFACTURERS OF

UPHOLSTERY GOODS, FURNITURE COVERINGS, DRAPERIES,

PORTIERES and a general supply of UPHOLSTERY SUNDRIES.

One Hundred Thousand Pairs of Lace Curtains

on hand to select from, from 20c. per pair to $20.00 per pair.

N.B.—We have imported a large assortment of Silks for Wall Coverings. For fine work on drawing rooms, etc., Silk is taking the place of Wall Paper.

GEO. H. HEES, SON & CO.

71 BAY STREET, TORONTO, ONT.

N.B.—If you are in business in the vicinity of Montreal, visit our warehouse at No. 20 St. Helen Street.

Department Store Competition and the Out-of-Town Merchant

A Symposium of Opinion by Live Retailers.



HERE is a pretty-well-founded opinion that the big city departmentals do not interfere with the trade of the out-of-town merchant to the extent formerly experienced. This view is borne out by letters to this journal from enterprising merchants who have successfully passed through a period of strong competition and now find themselves more firmly in possession of their own home trade than ever. Among these firms is one quite near Toronto, and their letter to THE REVIEW will be read by other merchants with interest.

* * *

Atkinson & Switzer, Richmond Hill.

"As to city departmental store competition, I will speak only as it affects our own trade. Our trade was not affected any till the city departmentals delivered their goods here with their own teams; then we suffered a slight loss of trade. This we are regaining, for we are doing more trade now than we did in the corresponding time last year. We have been surprised that we held our trade so well in the face of such keen competition. During the past six months there has been a regular every-morning delivery here by one of the city departmentals and a tri-weekly delivery by another.

"Three years ago we adopted the strictly cash principle and have been selling strictly for cash or trade since. We buy for cash, taking the largest cash discounts and sell on a close margin of profit. We keep the best quality of such goods as are required by our customers, always studying how to make the store look attractive, to have the goods tastefully arranged on the shelves and tables.

"In our weekly local paper we do a good deal of advertising in every issue, quoting prices, announcing specials, etc. We are quite certain that we can sell a bill of goods such as are needed by the families in our neighborhood giving as good value as can be procured in any departmental store."

* * *

Chas. A. Newton, Thamesford, Ont.

"In this district I think the city departmentals are losing ground. People are waking up to the fact that to get something for nothing is impossible.

"The means we have adopted to meet it has been only to talk to the people personally, and to illustrate with facts that we know to be true, such as a firm in a neighboring town advertised nails at a lower rate than we were selling them, but when turning over and looking at their price on 2½-in. butts, they were charging 2c. more a pair than we were. The majority of the people know the usual price of nails, but butts and other goods that they buy less frequently they pay far more for, thinking that as nails were cheap other goods will be likewise. Such things as these will convince people when you can point such instances out to them. This is an instance in hardware that was brought to my notice. As to one in dry goods I can't think of it at present.

"The reasons for the out-of-town merchant being able to hold his own local trade better and better each season is, I think, that he does more advertising, keeps himself more and more before the people, and is carrying a more varied and better assortment of goods.

"A neat, attractive and carefully-composed circular, printed on good white paper, with a few selected cuts, mailed in a neat envelope to the people of the surrounding country, will pay the business man a good percentage, I think. This is being done to a considerable extent in this district, and this, to my mind, is the only way to compete against the depart mental stores, as well as watching your stock very minutely, letting nothing get old or shelf-worn, and to keep everything the people ask for."

* * *

E. P. Cuffe, Norwood, Ont.

"In my own experience the departmental stores' advertising and catalogues among my customers are a help to business. A demand is created for many lines of goods which country people, in many cases, would not know anything about, and, while we are sure that large quantities of goods are sold by the city stores in our midst, yet, we think, to live country merchants, the net result is a benefit.

"I find that a careful study of the coming styles, and placing before my customers the newest thing while it is yet new, endeavoring always to sell good serviceable goods at modern prices, is the best means to successfully compete with these gigantic rivals."

* * *

W. G. Murphy & Co., Carberry, Man.

"There is no doubt that large departmental stores are taking a vast trade from small dealers who are not in a position to carry large stocks. From past experiences, when we first came to the West, many people would send east for dry goods, etc., but of late it seems a very rare occurrence to see express parcels come into our town from departmental stores, and trade here is growing very rapidly. We are now doing close on to a $65,000 business yearly and are looking forward to still better trade.

"We can only say that we have overcome the difficulty by carrying a large and well-selected stock in all the different departments, especially in dress goods, silks, ladies' blouses, skirts, ready-to-wear tailored suits, millinery, furs, men's and boys' clothing. We are constantly wideawake, buy for spot cash, and keep in touch with the latest novelties and up-to date high-class goods, giving the best values for the least money."

* * *

John T. James, Bridgeburg, Ont.

"Our hardest competition is from Buffalo, U.S.A., and it is pretty much the same year in and year out. While there are large departmental stores there which attract many of our citizens by various methods, the chief inducement to buy there is the spice of smuggling, and that we cannot overcome. It is a trait of human nature that defies every effort to change its course. We have, however, in the past, felt some effects of the large departmental stores in Toronto, and can see the contrast between the present time and former years. We certainly

J. & J. BALDWIN'S

Established 1785

Bee Hive

Established 1785

KNITTING WOOLS

Are known all over the civilized world.



THE LARGEST AND OLDEST ESTABLISHED MAKERS OF ALL KINDS OF KNITTING WOOLS.

Our Brands are especially adapted for Cycle Hose and Sweaters.

We claim that they will knit further and wear longer than any other make.

Wholesale Only.

Send for Samples.

Agent

Duncan Bell

MONTREAL AND TORONTO.

hear much less of the city prices quoted, and see more of the home trade than formerly.

"My theory is that to people who could not visit the big stores frequently, ordering by letter was an experimental fad of which they have tired; that probably a great many merchants have patiently bided their time and in various ways demonstrated to their people the advantages of supporting the local merchants. For instance, when showing a customer a quilt the other day, she quoted a Toronto store price to me, I asked her 'how much would they give you for your goose?' She saw the point at once and took the quilt without more ado. I have often reasoned with my customers to show them the logical outcome of their buying away from home, that we would simply pull out of the business and leave the town and they would have to send to their city stores for every trifle, as well as the larger items. This seemed to have some effect.

"I believe that the general improvement that has taken place in recent years in the style of country stores has had a beneficial effect also—people like to trade in a bright, clean, convenient store. I suppose that in places within easy reach of the large cities it is almost impossible to wean the people from the bargain days and counters, but in the more remote towns and villages, where it is practically mail ordering, the big departmental stores are evidently losing their hold, and, with judicious handling, the local merchants ought to win back the lion's share of the trade."

* * *

J. F. Fumerton & Co., Glenboro, Man. "The way the city departmental store competition is met here is by fair and square dealing with the public, and giving one dollar's worth of goods for a dollar."

* * *

J. M. Steel, Clarksburg, Ont. "From all appearances this evil (for I think it is an evil) has come to stay, and legislation, I am afraid, could not be enacted fair enough to all concerned to put a stop to it. I think the sending out of the large catalogues draws the letter-order trade, as a person will naturally imagine that they can get a greater variety to choose from than at home. Then, the continual advertising in the newspapers keeping their goods before the people, with the very often fictitious selling price, and then the great reduction offered, with an occasional genuine bait, will always find someone eager enough to purchase. I find it is generally conceded by almost everyone that when a good article is wanted you have got to pay for it, and I have talked and advertised along this line.

"This seems to be an age when business men outvie one another as to who can sell the cheapest, when commonsense should teach them the opposite, and this is being so continually drummed into people, both by word of mouth and in the advertisements, that it has become second nature with the majority of people to be ever on the lookout for bargains.

"I believe if merchants throughout the country would charge a fair advance on their goods, be content with doing their share of the business going, and not wanting all of the other fellow's as well, it would have a good influence in the community, and I feel confident the people would be more content themselves. This octopus idea of the large departmental stores is extremely selfish and hurtful to the rural districts as well as the cities, as 100 small tradesmen and shopkeepers are better than one large concern doing all the trade that the 100 would do, even admitting that the business could be done with less expense and goods sold cheaper. We are all living on one another, as it were, and dependant one upon the other, and the more people there are the more wants there will be, and a community is never happier than when all are employed and busy.

"I talk to people in this way: That these large stores with their large capital are rather against the working tradesman as they often crowd the manufacturer down in his price, and he in turn tries to reduce the cost by reducing wages, putting in inferior goods, or getting machines that will do the work cheaper than manual labor, and this labor has to turn to something else to get bread.

"I suppose in some sections the newness of the thing is wearing out, and people are gradually finding out that after all their trouble of writing back and forth getting samples, sometimes being disappointed in getting what they order, paying express charges, etc, that they are not getting such great bargains after all, and are going back to dealing more and more at their homes. Merchants, I think, in the country are getting more wideawake through this departmental competition, and are striving and studying how best to meet the wants of the people in their communities, changing their advertisements regularly and letting the people know what they have for sale, and if customers want something they have not got trying to get it for them even if little or nothing is made on that sale. People are beginning to realize too that departmental stores must have a profit to pay expenses and live."

GOING THROUGH THE FAMILY.

My mamma took a piece of cloth—
A lot of yards, I guess—
She cut it and she sewed it
And she made herself a dress.

She wore that dress a year or two,
Perhaps she wore it three,
Then turned it on the other side
And made it up for me.

A long, long time it served for me,
Till it got old and raggy;
Then mamma washed it clean and made
A coat for baby Maggie.

And, when the baby'd grown too big
To wear that any more,
We cut it into carpet rags
And wove it for the floor.

So, in our new rag carpet, here,
That purple stripe you see
Is made out of the Sunday clothes
Of mamma, Mag and me.

Messrs. R. Flaws & Son are extending a welcome to many customers from their new Montreal office as well as from the old stand in Toronto. The expansion of business has made it advisable to have a branch in the metropolis, and Mr. Flaws has things in such good order in the Toronto office that he feels that he can better spare Mr. W. A. Flaws to look after the new place at 704 Craig street, Montreal.

It is said that Miss Ellen Terry, the noted English actress who supports Henry Irving, has a way of making her hotel rooms very "homey" in aspect through the use of fabrics which she picks up here and there for their effective and artistic qualities, no matter for what use they were originally intended. A prayer rug or a bit of organdie will prove equally important in the color scheme of her surroundings. In her attire she is equally unconventional, and departs from the beaten paths by picking up in an upholsterer's a bit of brocade and having it fashioned into a gown instead of a portiere or a wall hanging. This is why she is the despair of modistes, for this eccentricity applies to her house and street gowns, as well as those intended solely for stage wear.

C. G. GEMMELL,

208-210 Charlotte Street,

PETERBOROUGH.

MANUFACTURER OF . . . . .

Shirt Waists and Ready-to-Wear Skirts.

White Lawns and Black Mercerized Waists A SPECIALTY.

WRITE FOR SAMPLES AND PRICES.

ESTABLISHED 1830.

BENNING & BARSALOU

Oldest Auction House in Canada.

Trade Auctioneers and Comm ssion Merchants.

86 and 88 St. Peter St., MONTREAL, Can.

REGULAR SEMI-WEEKLY SALES OF

Dry Goods, Clothing, Boots and Shoes, and General Merchandise.

Best Opening in Canada for Manufacturers and Merchants wishing to dispose of surplus stock. Liberal advances made on all kinds of Merchandise consigned to our care.

REFERENCES—Bank of Montreal. La Banque d'Hochelega.

Correspondence and Consignments Solicited

J. J. Turner & Sons

TENT, AWNING, FLAG AND WATERPROOF GOODS MANUFACTURERS

283 and 283½ George St., PETERBOROUGH, Ont., Canada

Wholesale and Retail

Every Description of Camping Goods

TELEPHONE DAY OR NIGHT

SOMETHING FOR YOUR

Upholstery Department.

We are Manufacturers of both . . .

Cotton and Wool Tufts

and want to send you our samples and prices. We think you would find it to your advantage to buy from us.

SAMPLES GLADLY SENT ON REQUEST.

PETTIT & CO., LOCKPORT, N. Y.

UPHOLSTERY TUFT MANUFACTURERS.

Underwear —AND— Eiderdown



TIGER BRAND



Repeat orders during December promptly forwarded.

The Galt Knitting Co. LIMITED

GALT, ONT.

SAMPLES OF

"Maritime" Wrappers

In

Percale and Muslin

FOR NEXT SEASON.

are now being shown to the trade. They are unexcelled.

THE

Maritime Wrapper Co.

Limited

Ontario and Montreal Agent:

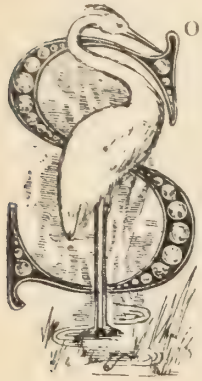
J. H. PARKHILL,

207 McKinnon Bldg., Toronto

WOODSTOCK, N.B.

Stocktaking Once or Twice a Year?

WHAT RETAILERS SAY ON A PASSING QUESTION.



SOME discussion has of late taken place, both in Canada and the United States, in regard to stocktaking, whether it should be an annual or semi-annual proceeding. In Canada, most merchants take stock only once a year, generally in January or the first part of February, but many of them, nevertheless, believe that a semi-annual inventory is the better plan, providing it can conveniently be carried out.

For the larger stores, where there is a great turnover, it seems to be the prevailing opinion that a semi-annual stocktaking is desirable. Evidently, if it were not that a second stocktaking would have to be brought on during the Summer months, either when that trade was in full swing or the clerks were off on holidays, many merchants would adopt that practice.

Some of the opinions expressed by correspondents of THE REVIEW on this question are very valuable and practical.

Peter McSweeney Company, Limited, Moncton, N. B., write: "We take stock once a year because we find it more convenient, although some houses take it semi-annually.

"The late A. T. Stewart, of New York took stock every month."

Geo. H. Malcolm & Co., Kincardine, say: "We take stock annually. I think twice a year all right, only holidays for clerks and Summer trade make it inconvenient to do so."

Wood & Taylor, Galt, write: "We take stock once a year, on February 1. We think it quite sufficient, and have followed the practice ever since we started, 30 years ago."

MILLINERY TWICE A YEAR.

The Ritchie Company, Limited, Belleville, say: "Our practice is to take stock once a year—on February 1. For two or three years past we have taken stock of the millinery department twice a year, that is, February 1 and August 1, this with a view of avoiding the accumulation of unsaleable stock. We have not considered the wisdom of taking stock oftener than the above, having found this sufficient for our purpose."

Thos. Symington & Co., Sarnia, write: "We have not given much attention to the matter of semi-annual stocktaking, but we have always taken stock on February 1 of each year, finding it the quietest time of the year and when stock should be at the lowest point. We do not see any special advantage in taking stock twice a year, unless necessary to satisfy business necessities, such as satisfying creditors or something of that sort. Taking stock twice a year would mean a disorganization of the business for two months in the year, as it requires almost a month to prepare for stocktaking if a business amounts to anything."

ONCE ENOUGH FOR AVERAGE FIRM.

J. H. Croscup & Co., Truro, N.S., say: "We take stock annually and in January. Our stock is lower then than at any other time of the year. More leisure time is afforded then than during any other month. It seems natural to have our business year end as nearly as possible with the calendar year.

"Semi-annual stocktaking is unnecessary in an ordinary sized business. The leisure season at midsummer is the date of the clerks' annual vacations, and not enough help would be available.

"These are my reasons for preferring an annual stocktaking, and during the quiet season following the busy holiday time."

J. D. Dennis & Co., Yarmouth, N.S., write: "We have taken stock once a year and closed our books on January 1 of each year since 1867, or, for 35 years. We consider once a year sufficient for our business and the conditions of trade in this part of the country. We prefer to close our books January 1 because it is the most convenient time to do so for the following, among other reasons:

"Statements of accounts due to and by the firm are drawn off at this season.

"The stock is at its lowest ebb, and it is previous to putting new goods in stock.

"People buy little during the first days of the New Year, and clerks have little else to do but to take account of stock."

A. M. Ross, Whitby, Ont., writes: "Our custom has been to take stock once a year, during the month of January. We can see no practical advantage of semi-annual stocktaking when a monthly trial balance is taken."

FAVORS THE SEMI-ANNUAL.

R. A. Murdoch, Chatham, N.B., says: "I am of opinion that stocktaking should be a semi-annual event when practicable. My practice is once a year—January. My reasons are that my help take their holidays during the quieter month of Summer, viz., August."

Stonehouse Brothers, Wallaceburg, Ont., say: "Our practice has been to make our inventory each year during the month of January, because at that particular time our stock is about at the lowest point, and it enables us to bring to the front stickers and get rid of them before Spring stuff begins to arrive during February and March.

"We presume that the same principle would apply to stocktaking during July, but we have considered for 16 years past that once a year is quite sufficient."

W. R. McColl, Owen Sound, says: "Our invariable practice is to take an annual inventory of stock on January 31. We deem a yearly statement of one's assets ample for any retail business, unless there is some special financial reason why one should take the census oftener.

"The introduction of leading lines, the pushing of the laggards, displaying, showing and introducing of recent pur-



We found it necessary to lease two floors of the adjoining building (giving us ten thousand square feet additional space) to meet the requirements of our business.

Come and see us—write for samples or see our travellers and learn why.

JOHN M. GARLAND, SON & CO.

Wholesale Dry Goods, Woollens and Carpets.

138, 140, 142, 144, 146, 148, 150, 152 Queen St.
45, 47, 49, 51 O'Connor St.

Ottawa, Can.

chases or novelties is the red pepper and ginger of any business. Anything that unnecessarily hinders, limits, or destroys the continuity of one's very best efforts detracts just so much from one's chances of success.

"The reluctance shown by many salespeople to go forward promptly and serve customers; the lack of welcome, courtesy and attention, with, perhaps, a few facial contortions sometimes indulged in, is sufficient evidence to the average employer that it is an effort to properly serve customers, while systematic and continuous efforts are being made by each salesperson to count, measure, block, and list the stock in the three or four intervening weeks between the holiday season and inventory day, January 31. Our interests are identical. Our duty to customers demands our best service all the time—Summer and Winter, seed-time and harvest, if we would build up and retain that confidence and trust between buyer and seller so essential to commercial success and permanence."

DETERMINE BY TURNOVER.

E. Sewell & Son, Meaford, say: "We think that stocktaking should be governed largely by the amount of goods turned over. That is, where the proprietor controls the business and the turnover is not large and done by a few clerks under a good check system, annual stock-taking should be sufficient. But, on the other hand, where the turnover is large and the proprietor or firm have to depend on others for the management, we think, for safety, stock should be taken twice each year."

Hodgens Brothers, Clinton, Ont., write: "It is our practice to take stock annually. We would prefer a semi-annual inventory, but in a business in an ordinary town there is hardly sufficient help employed to do it, as in midsummer, when one of the inventories would have to be taken, we are always short-handed on account of some of our staff being away for their holidays."

HATS AMONG THE KAFFIRS.

IT was a Boer, Andries De Villiers by name, who has the credit of first introducing head covering to the South African native. Andries was a man of ideas, and when, one morning many years ago, he happened to be in Port Elizabeth and saw a consignment of damaged hats offered for a mere song, he bought them on spec. These hats, which were principally of the bowler and straw variety, he packed away in his wagon, and started for Kaffirland. When he arrived in Tembuland he unloaded his stock, opened the kegs of liquor, without which no trade could be done in those days, and started business. The natives did not take kindly to the headgear. They wanted blankets, and beads, and looking glasses, and grog—yes, above all, grog—but they looked askance at the hats. Then another of the bright ideas for which he was famous occurred to Andries, and he refused to sell anything unless a hat was purchased also. When a Kaffir buys anything he is going to make use of it; and the unfortunate Kaffirs therefore donned the headgear, and returned to their kraals. Fashion rules the world. It is the same in Africa as elsewhere, and when the stay-at-homes saw their relatives and friends wearing this strange covering, their desire to do the same was excited, and they paid Andries a visit, and he got rid of the rest of his stock on them. This happened some time ago, and now every trading store keeps a supply of hats constantly on hand. These hats are said to be manufactured specially for the natives, and anyone who glances at one of them will be ready to swear the saying is correct, for they are of an abnormal size, the Kaffir being blessed with a most substantial head. The average citizen must at times have wondered what becomes of all the old hats which the peripatetic old clothes men are always so eager to purchase. I know what becomes of a good percentage of them. They go to Africa with the old postmen's coats and condemned army uniforms. One trader at one time got up an extensive consignment of "old toppers," and the natives took very kindly to them; as did the Europeans in the district, for the sight of one of these ebony sons of Ham stalking gravely along balancing a tall hat on his head, was too much for the white man. Those who were fond of harmless amusement took pot shots at the hats with stones. Those whose sense of the ridiculous overleapt all other considerations got out their revolvers and blazed away at them. This effectively killed the new fashion, much to the wrath of the trader, who was heard to mutter dark threats about getting out his gun and wiping out the next man who shot at a Kaffir's hat, but I am glad to say he did not carry the threat into execution.—London Hatters' Gazette.

PARKER & CO.'S DYE WORKS.

Just how great a helper R. Parker & Co., dyers and cleaners, Toronto, are to hundreds of drygoodsmen and milliners throughout the Dominion is much in evidence in the large trade that they do with the best class of merchants. Because a piece of dry goods is off color, or faded or soiled, it does not necessarily become unsalable. Parker & Co., with their large works and complete equipment, can make the most unsalable goods like unto new goods that the merchant may have got fresh from the factory. In the dyeing of feathers and plumes they exhibit especial skill, as large numbers of milliners are ready to testify. The firm are not strangers to the readers of THE DRY GOODS REVIEW, for they have been substantially established in business for upwards of 20 years, and their continuous announcements in these pages are familiar to many.

THE TALE OF A PANAMA HAT.



1. Isn't it just perfect"?
2. "It won't break."
3. "It won't burn."
4. "Wet can't hurt it."
5. But, alas! it wasn't insured against a hungry goat.

6 Mosley St., Manchester.

10, 11, 12 Bread St., London, E.C., England.



6 Mosley St., Manchester.

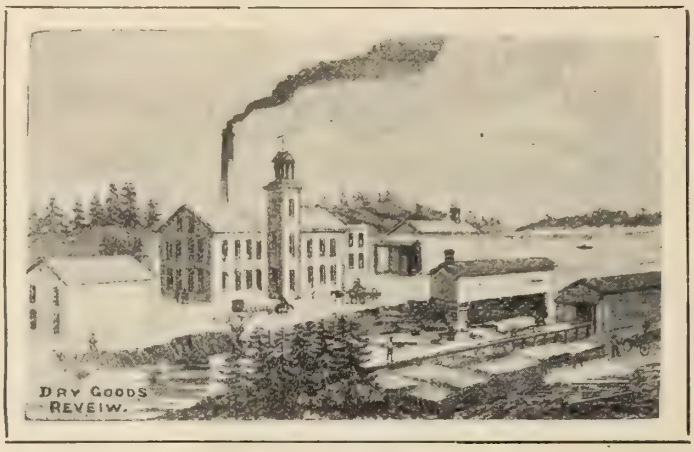
10, 11, 12 Bread St., London, E.C., England.

HARRIS & COMPANY

LIMITED

ROCKWOOD, ONT.

Established 1867.



Incorporated 1899.

Pure Wool Goods

The production of honest woollen goods at a fair price has been our constant aim. How far we have succeeded is exemplified by the reputation our mills are held in to-day and by their steadily increasing trade. Our goods are manufactured from the pure wool, without adulteration, and in the various processes carefully put together by skilled workers on improved machinery.

SPECIALTIES

Ladies' Suitings in Homespuns, Friezes, Venetians.
Men's Overcoatings in Twills and Friezes.
Wheeling Yarns, 2, 3 and 4 ply.

Sole Selling Agents:

DIGNUM & MONYPENNY

27 Melinda Street — TORONTO.

SAM'L MUNRO. WALTER SIMSON. H. E. BUTTREY.

John Marshall & Co.

Established 1873.

Wholesale Merchants and Manufacturers

68 and 70 Dundas Street,

Furs, Hats, Caps, Straws, Gloves, Etc.

LONDON, ONT.

THE "New Century

WAIST PERFECTOR and LONG WAIST FORMER."

Producing Straight Front Effect with or without Straight Front or Erect Form Corsets. . . .

The only Perfect Article to give the DIP-FRONT effect to the Dress.



The New Waist Perfector adjusted on Corset. | The "Straight Front" effect completed.

The "New Century Waist Perfector and Long Waist Former"

Is a simple little device that attaches to the corset as in Fig. 1, and is used to give that long, graceful effect to the shirt waist without having to slope the waist-band, or wear "Erect Form" Corsets. It is self-adjusting to both long and short waisted figures.

For sale at all up-to-date Notion Counters.

Retails at 25 cents.

Price, $21.00 per gross, or Sample Dozen Sent Prepaid for $2.00.

MANUFACTURED IN CANADA ONLY BY THE SPECIALTY MFG. CO., 17 and 19 Queen St. East, TORONTO.

"UNION BRAND" OVERALL CLOTHING

MADE BY UNION LABOR, WORKMANSHIP GUARANTEED

THERE'S a decided advantage in handling "Union Brand" goods, not only because they are union made but because they are sturdy dependable things and guaranteed from maker to wearer. The union-made feature, however, is a point worthy of consideration. Not one of your patrons will object to a union-made garment, but many of them will demand it.

Would you like our Representative to call? A postal will do it!

THE HOOVER MFG. CO., Limited

WINNIPEG, MAN.



*** This department is conducted and prepared by a Canadian advertising specialist, resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

A Sale Title Doesn't Make a Sale.

When will the retailers of the smaller towns awaken to a full realization of the fact that a sale title does not make a sale? Judging from the bulk of advertising done in such towns, special sales are exploited upon the slightest pretext, and those mostly of the illogical all-over-the-store variety. The underlying principle of great merchandising is that special values—genuine bargains—have no time nor season.

Every day in the year is bargain day with the best stores. One department may have offerings to-day, which, on account of having been advantageously purchased, or for half a dozen other plausible reasons, are underpriced. To-morrow, another department may want to reduce stock, or to help stimulate business, or may have secured some worthy line of goods that some unfortunate maker or jobber had to lose money on. But no one-sale idea is employed to swing all departments into line. The latter method, be assured, smacks of buncombe.

* * *

Once Lowered Never Returns to Old Price.

Mr. Wanamaker once told the writer that price reductions were always in order at his stores, but advances, never. That is, taken once an article or line is reduced in price, it stays at that figure till sold, or still further reduced. A point worth noting. Eminently sound policy 'twould seem

* * *

The Sensational in Advertising.

Some of the greatest successes of modern times have been due to sensationalism. To command attention, a man, nowadays, must stem the stream, not drift with the tide. He must do something different from others, or the something in another way.

And so it is in modern merchandising. To become known, much less famed, a new firm has, at least, a fierce struggle. To awaken a drowsy world to an appreciation of unknown merit calls for abilities out of the common, and methods out of the humdrum. Hence it happens that a new house, ere it can bask in the limelight, must resort to the sensational.

Robert C. Ogden, of Wanamaker's, concededly one of the cleverest merchants in the United States, would not be selected as an example of success resulting from sensational methods, yet, in an address before a club of New York ad.-writers, he frankly confessed that his first big start in business was due to sensational advertising.

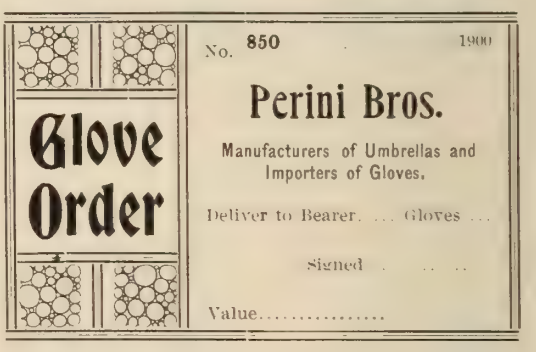
Many years ago, when in the clothing business in Philadelphia, he told them, his firm's name, then comparatively unknown, became in time a household word by the adoption of methods which by an older and more conservative house would be deemed highly sensational.

Mr. Ogden went on to explain what he meant by sensationalism, and gave several examples of such methods. One was the flying of a number of balloons, with boards attached. Anyone finding one of these boards was entitled to a new suit of clothes upon its presentation at the store. This surely was sensationalism with a brobdignagian S.

What conclusion can be drawn from this? Merely that no cast-iron theories can be devised applicable to all sorts and conditions of merchandising. To become known a new house

Christmas Gloves.

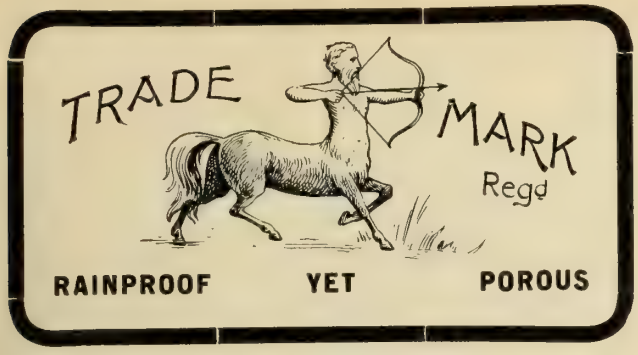
Perhaps you are in doubt about the color, style or size. Of course, we exchange all gloves after Christmas Day, and fit them if desired, but why not buy a "GLOVE ORDER?" We make the order out for any amount wished, and the lady can call at any time and select gloves to suit. Here is the style of GLOVE ORDER we use:



If order calls for more than one pair, it is not necessary to get all at one time. We will indorse order for amount taken and honor it at any time for balance.

PERINI BROS.
16th Street Opposite P.O.

An Excellent Idea and Withal Novel.



Latest London Fashion

A Revolution in Waterproof Coats.



Gentlemen,—

We have pleasure in introducing to your notice our "DELORAINE RAINPROOF COATS," which possess all the advantages of a Mackintosh without any of its disadvantages.

These Coats are absolutely Free from Rubber and other injurious chemicals and are not affected by climatic influences.

They are alike suitable for wear in sunshine or rain, are perfectly porous and permanently rainproof.

The process has the highest commendations from the Press, Medical and Scientific Gentlemen, and the public generally.

To be had from the leading Wholesale Dry Goods Houses in Canada.

Press Notice.

The Tailor and Cutter, July 25, 1901:

"The Coat is of novel design and smart outline, is well made and neatly finished."

NOTICE.

We are prepared to appoint Agents in various parts of Canada, calling upon the Wholesale only.

Wacks Bros., Limited

Sole Manufacturers of the "Deloraine Rainproof Coats."

Burlington Works, LEICESTER, ENGLAND

Telegraphic Address— "WACKS" LEICESTER.

A B C CODE used, 4th Edition.

Contractors to H.M.S. Government and the War Office.

GOOD ADVERTISING—Continued.

must first be noticed, and to be noticed must do something out of the ordinary. At the start a new firm has all to gain, and nothing to lose, and that little it can afford to risk in the endeavor to gain the public ear.

But as a house gets established it becomes conservative. Then it awakens to the realization that it has something at stake and fears to lose it. Anything sensational, it is feared,

Our responsibility does not end with the sale of an article; it continues until that article has given the service that it was intended to give. Everything sold in this store is guaranteed.

Should be framed and hung up at every counter.

would subtract from its prestige and lower its tone. This caution gradually develops into conservatism, and conservatism into fossilism. Many a long-established and once progressive house is slowly dying of dignity.

Now the question arises: Where shall the line be drawn in so-called sensationalism? Where's the limit of safety? That's a matter for each merchant to determine for himself. What would be safe and resultful in one locality might not be in another. Conditions should be studied.

As an example of effective advertising along sensational lines might be cited The New York World's coup last Summer. To keep abreast of its lynx-eyed contemporary—The Journal—calls for ceaseless vigilance on the part of The World staff, and

Shut your eyes for the first few steps after you enter, and then look around—the newness about you will make you think you are in a new store.

Somebody here is at it trying to keep a good store, Summer and Winter alike.

Not by fits and starts, not by huge mouthfuls of sensation and advertisement gilding, but by the use of every real and right thing that squares by the one true "spirit level," of a sworn builder, who plumbs his work day by day.

A characteristic thing about the place is its omissions.

John Wanamaker

John himself wrote this, and well worthy of study it is.

very early rising. But The Journal cannot always monopolize the centre of the stage. The World, on that occasion at least, elbowed its rival off the scene and, unmolested, basked in the calcium. Have you that $100 bill? seems a silly query to fire at a total stranger in a New York public park, doesn't it? Yet five persons were each that much richer by so asking. The

There's No Rule Without Exceptions.

So runs the old proverb. As a rule our shoes give satisfactory wear. Once in a while, however, through no fault of ours, there may be a pair that prove defective. Bring them back. We'll set it right. Don't you know that we guarantee our shoes to wear?

It's Easy to Assert.

But it's the **doing**, not the **saying**, that counts in the long run in merchandising. Sometimes we may seem a trifle boastful. But what short of superlative words can fit superlative doings? The store that buys most extensively and sells most liberally of the best that can be had, has no place for comparatives in the telling.

We Advertise Because We Have Something to Say.

Lord Chesterfield said: "Never hold anyone by the button or hand in order to be heard out; for, if people are unwilling to hear you, you had better hold your tongue than them."

Fortunately, it has never been necessary to buttonhole people to get them to hear out this store's story. We advertise, not because something ought to be said, but because we have something to say. For to-morrow, these offerings:

a = a = a = a = a = a = a
L. N. C.
O. O. O. O.
x x x x x x x x x x

Do you know what that means?

No?

Well, nobody does; it hasn't any meaning. It's like many an advertisement you see—attracts your attention but gives you no information.

If we call your attention to anything it's for some purpose. Just now we wish to show you the advantage of a tour of our whole store. January clearing reductions are the rule—regular prices the exception You'll find on bargain tables and at counters underprice offerings such as these:

You'll Not Find All Our Low Prices In Our Advertisements.

It's easier to advertise low prices than to sell at low prices, and there's a heap more of it done.

All the prices that can be put in advertisements are but a small part of the whole. What about the other prices? You'll not find all our low prices in our ads. We couldn't crowd them in. Come to the store.

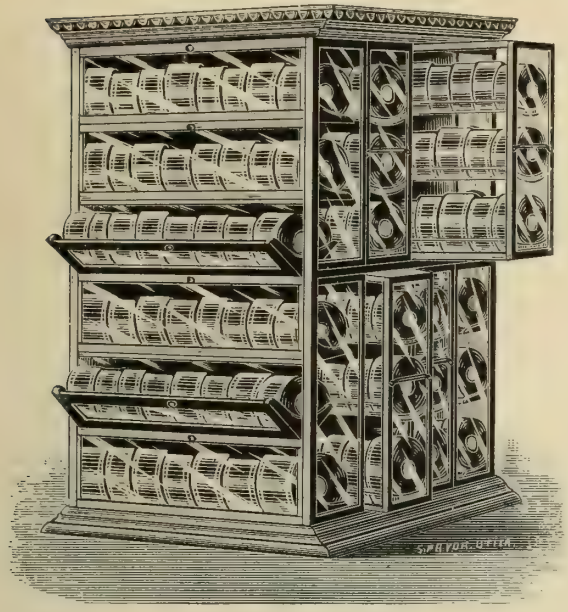
Easy Street May Not be the Direct Road, But it's the Most Popular.

All wearers of . . . shoes are treading on "Easy Street." Fit and quality go hand-in-hand. Not only must the quality be right, but the fit, or we don't want you to keep them. Don't ask for your size—ask to be fitted.

At $3.00

We have a line of shoes which we wish every woman in town would put on and walk in. We know they'd keep them. Hand sewn welt—which spells comfort; superior kid-skin—that means wear; and only $3.00, which insures saving.

PRACTICAL MERCHANTS USE THE PRACTICAL DISPLAY FIXTURES.



No. 4 Ribbon Cabinet.

PRICE LIST.

No.	0	Cabinet, capacity	50	bolts	$ 6.00
"	1	" "	100	"	10.00
"	2	" "	150	"	13.50
"	3	" "	250	"	18.50
"	4	" "	325	"	23.00
"	5	" "	400	"	26.00
"	6	" "	475	"	30 00
"	8	" "	700	"	42.00

Made of oak, rubbed finish.

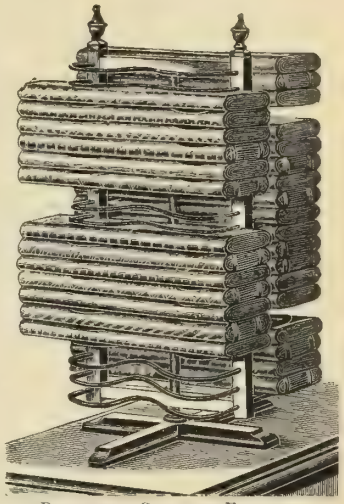
They are made for ribbons, piece goods, gloves, hats, laces, umbrellas, collars and cuffs, etc., etc.

Sold by the leading jobbers of dry goods and notions in Canada and the United States.

Write to the manufacturers for a catalogue and list of jobbers who handle the Practical goods in your vicinity.

A. N. RUSSELL & SONS

ILION, N.Y., U.S.A.



Practical Counter Fixture.

THE proper display of ginghams, prints, etc., requires a Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing others.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6 50.

Practical Floor Fixture, height 5 ft. Price, $7.50

Sunshades

and

Fancy Parasols

Samples of our ranges of Spring Novelties ready. Our representatives will call.

The Irving Umbrella Company, Limited.

20 Front St. West, TORONTO.

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

Cor. Victoria Sq. and St. James St.,

MONTREAL.

SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

GOOD ADVERTISING—Continued.

World announced weeks in advance that it would post five men in Madison Square Park on a given day and hour with instructions to surrender a $100 bill to the first one accosting them with the above query. The result was that over 20,000 people were attracted to that park at the appointed hour in quest of the proffered pelf. And great was the ad. thereof. We cite this as an instance of originality and effectiveness along the lines of sensational advertising well deserving of study.

Other notable examples of eminently successful sensational advertising, and that of a very high order, are those of the Kneipp Curists and the inimitable Captain Riggs, of Indian rug and curio fame.

Here were two unique instances of securing continental publicity without the expenditure of a sou marquee. In the Kneipp case the idea was to boom the sanatarium of that name in New York City, and so well was the scheme engineered



Well displayed—type especially attractive.

that the local newspapers had printed page after page and cartoons galore about the Kneipp theory of walking barefooted on wet grass for curative purposes ere tumbling to the fact that they were giving free publicity to a skilful advertiser.

In the Riggs case, told about in these columns at the time, that clever captain advertised for typewriters with red hair. This eccentricity attracted the attention of reporters on the watch for topics, resulting in columns of free advertising for the captain and his business, not only in local papers, but throughout the press of the entire country.

While not adding "Go thou and do likewise," we merely cite the instances as illustrative of a principle well worthy of study.

A BIT OF ENGLISH HISTORY.

"The rumors of a Royal intention to encourage a revival of the silk manufacture in Spitalfields awake some interesting memories of the past. Spitalfields, which is a quarter of London, as an industrial centre has a very curious history; it was made by intolerance and ruined by free trade," says The Glasgow Herald. "Among the French refugees who fled to this country at the revocation of the Edict of Nantes in 1685 there were many silk-weavers from southern France, and these formed an industrial colony in the quarter of Tower Hamlets, which had taken its name from the old Hospital of St. Mary, founded in Norman times. As a consequence the silk manufacture grew and flourished in Spitalfields, which for considerably more than a century remained the headquarters of that industry in Great Britain. The weavers were a numerous and often a very turbulent body, and showed themselves fiercely jealous of what they thought the rightful privileges of their trade. Once in the reign of George III., when a bill for imposing duties on Italian silks was rejected, they pelted the peers going to the House of Lords, attacked the Duke of Bedford's town house and sacked the shop of a mercer who dealt in foreign silks. The feeble Government of the day was intimidated and passed the Bill, with the result that the weavers marched in triumphant procession to Whitehall. In 1825 the place was at the height of its prosperity, and contained some 24,000 hand looms; but with the introduction of free trade came decadence, which resulted in something like ruin after Mr. Cobden's French Treaty of 1860. Not more than 1,200 looms were at work in the place in 1887, and the number is probably even smaller to-day. It will be interesting to see if Royal influence can prevail against economic tendencies and bring back prosperity to a place which the main current of industry has deserted. The project, though not by any means so desperate as King Canute's, is yet not one of the most hopeful; but it is, at least, altogether patriotic and benevolent, and such as even British Royalty, with all its limitations, may constitutionally and laudably attempt."

SAMPLE SENT FREE.

Something entirely new in a simple attachment for ladies' blouses and shirt waists is advertised in this issue by The Specialty Manufacturing Co., of Toronto. The New Century Waist Perfector and Long-Waist Former produces straight-front effect with or without straight-front or erect-form corsets and gives the very much desired dip-front effect to the figure with any style of shirt waist, blouse or skirt. This dip-front effect is shown on every fashion paper. The advertisers will be pleased to send a sample free to any merchant writing them.

NOVELTY IN SHOPLIFTING.

A novelty in shoplifting is reported from Paris. The culprits are a lady smartly dressed, said to be the widow of an American doctor, and her maid—a Parisian. The mistress and her maid went shopping. The maid was told by her mistress what she was to take, and she carried out her instructions as deftly as she could. That, at all events, was the story told by the servant and accepted by the magistrate. The lady said that the maid stole without her knowledge. How long this game had been going on is not stated. From the fact that the maid escaped with one month's imprisonment we infer that the first experiment was a failure, and resulted in the appearance of both parties in the police court. The lady did not escape so easily. The judge remarked that she had been guilty of a shameful abuse of authority towards the servant, and sentenced her to three months' imprisonment. The defence set up, that of kleptomania, was not successful. Magistrates both here and on the Continent have ceased to pay much attention to such pleas.—London paper.

Spring Collection

COMPLETE RANGE OF
EXCLUSIVE PATTERNS IN

Printed Liberty Satins

Printed Twill Silk

Printed Habutai

Corded Kaiki

LARGE ASSORTMENT OF LADIES' TIES
AND WINDSORS

NEW STYLES AND COLORINGS IN
JAPANESE MATTINGS

K. Ishikawa & Co.

Manufacturers and Importers

TORONTO

The Story of a Cotton Prince.

John Rylands and the Great Manchester Business Bearing His Name.

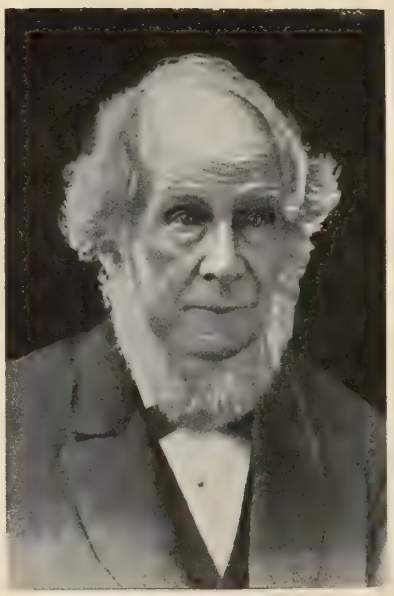


IN the dry goods trade the world over the name of Rylands is known and respected.

The career of John Rylands, one of the most successful of the name, is found to be as interesting as a romance. He was born in 1801, his father being a small manufacturer of linen goods at St. Helens, in Lancashire. His mother is described as a woman of wisdom, integrity and piety. He was educated at the local grammar school. While there he was a leader of his fellows and his desire to excel in whatever he undertook was a characteristic of him. At 16, on leaving school, he was introduced, as his two brothers had been before him, to business life by his father who had opened a draper's shop in St. Helens.

HIS FIRST BARGAIN.

John at once manifested his capacity for business. He would often humorously narrate the history of his first bargain. One day, when little more than 16, in passing through a street of St. Helens, his eye was caught by an auctioneer's placard, announcing the sale of the stock-in-trade belonging to the father of one of his schoolfellows. He went in to see what was going on; and, as he had saved a little pocket-money, he bought, at a low price, a drawer full of trinkets, which he found to consist of different pieces of jewellery, much tarnished and corroded. He pulled them to pieces, cleaned and polished them, and sold them separately, realizing a good profit. A former nurse of Mrs. Rylands heard of the lad's successful purchase, and being very handy at the loom, she said to him, "Supposing, Master John, you spend this money in a little yarn, and let us weave it for you." This was done. The cloth was returned "beautifully woven," was soon sold, and all concerned made a handsome profit. The process was repeated on a continually enlarging scale for nearly two years, and the youth soon became a miniature capitalist.



MR. JOHN RYLANDS.

Late head of the great firm of Messrs J. Rylands & Sons.

Whilst carrying on his small manufacturing business on his own account, John assisted his father in his draper's shop in the evening, after his own work was done; and on Saturday afternoons he used to go to the laborious work of warping for his father, for which he was paid a little pocket-money. At the end of the two years John was joined in partnership by his brother Joseph, and undertook to travel on behalf of their infant enterprise.

AS A TRAVELLER.

He was a marked success on the road. It was hard work in those days. The journeys were on horseback with samples in the saddlebags. He would not drink at the commercial table. This youth of 18 or 19 steadily refused. Once, an "old stager" of the road kindly took him aside. "Now," said he, "let me give you a word of advice, as you are the youngest of us: it will be bad for you to stand out and make yourself disagreeable to the rest." John replied that he could not see it, adding, "For one thing I cannot afford it; and for another, if I muddle my brain with wine, I cannot attend to business." He stuck to his resolve, and soon found that his abstinence was in every way a benefit, both financially and otherwise.

A FAMILY UNION.

In 1819 Mr. Joseph Rylands and his sons joined forces, this being the origin of the great firm. Mr. Rylands, sr., and one son attended to the manufacturing department, while John travelled as before. The business was removed to Wigan, and in three years the success of the enterprise warranted the opening of a warehouse in Manchester. John was appointed to manage it. The premises were at 11 New High street, and the staff was one man and a boy. The concern steadily expanded. They began to dye their own yarns, and then to spin them. They bought land at Wigan which proved to contain a coal mine, and was a source of wealth. At 24 he married Miss Dinah Raby, who, dying in 1843, left him two sons. For 20 years after his marriage the business grew by leaps and bounds. They began to make colored cottons and linens, but as their own mills could not turn out enough goods, they became merchants, and added Irish and Scotch linens to their other goods. "Small profits, quick returns," became the motto.

A PERIOD OF HARD WORK.

For years Mr. Rylands worked from 16 to 18 hours a day. When he kept his eye upon the work of the mills at Gorton as well as the Manchester business he would rise at 5 a. m., go through the mills soon after six, return to breakfast and then start for his Manchester warehouse. At that date the usual warehouse hours in Manchester were from 8 a.m. to 8 p.m., Saturdays included. Buyers' hours, when the warehouses were open to customers, were from 8.30 a.m. to 7.30 p.m. In the season it was often 10 or even midnight before the packers were through. Mr. Rylands had a splendid physique and worked cheerfully at tasks that would have meant slavery to most men. In 1843 the partnership was dissolved, Mr. Rylands, sr., taking the Wigan business and Mr. John Rylands that at Manchester. After his father's death he became proprietor of both.

AN IMMENSE BUSINESS.

Despite a bad fire in 1854, by which a loss of £40,000 was made, the concern grew under Mr. Ryland's hands into great proportions. In 1873 it was made a limited liability company, Mr. Rylands becoming governor and the first directors

Henry Marlow & Co.

90 Watling St. - LONDON, E.C.

MERCHANTS AND MANUFACTURERS OF

HIGH-CLASS NOVELTIES

Fancy Cushions and Head Rests.
Cushion Cases and Squares.
Tea Coseys.
Fancy Table Centres.
Antimacassars and Fancy Mats.
Down Quilts.
Plushettes and Art Serges.
Art Muslins.
Lace Curtains and Nets.
Madras Muslins (frilled and tasselled).
Swiss and Guipure Curtains.
Renaissance Lace Goods.
Teneriffe Lace Goods.
Lace and Linen Goods.
Irish Embroidered Goods.
Swiss Applique Goods.
Hemstitched Damask Goods, etc.

being responsible employes. The subscribed capital is now £2,000,000, on which dividends of 12½ per cent. are paid, while there is a large reserve fund and an insurance fund of £200,000. The company employs 12,000 persons, and the Manchester warehouse which started with one man and a boy has a staff of 1,100.

CHARACTERISTICS OF THE MAN.

John Rylands was a remarkable man. He had a wonderful memory for facts and faces. He grasped the details of all proposals laid before him. He was splendid at figuring a thing out. "A great mathematician," it was once said, "was lost to the world when John Rylands elected to pursue a business career."

A marked characteristic of Mr. Rylands was that he was not easily moved by any exciting news, but was ever very cool and collected. One day, at the dinner-table in the warehouse, a messenger came and told him that one of the works was on fire. "I am sorry to hear that," he quietly replied. "Is the fire brigade there, and are all things going on as well as they can?" "Yes, sir," the young man replied, "everything is being done that can be." "All right," said Mr. Rylands, "I will see about it"; and he went on with his carving, and finished his dinner, the other persons in the room knowing nothing about the fire until they heard of it outside.

AS AN EMPLOYER.

As a master, Mr. Rylands was firm and just, and expected as instant and exact obedience in little things as in great. One of his oldest associates in the business has told how he learned the lesson on the first day of his appointment, when conducted by Mr. Rylands around the warehouse. Passing one of the young assistants, Mr. Rylands said: "Is Mr. So-and-So here to-day?" "Yes, sir," was the instant reply; "I will go and fetch him"; and the youth was running off for the purpose. "Stop!" said the master; "if I need him, I can send for him. I asked 'Is he here?' and all I want is a plain answer to a plain question." The incident was slight, but it revealed the man. The result of his strong but kindly rule was that while many fell out of rank, unable or unwilling to comply with the conditions of the service, others remained and grew old in it, never seeking change. To such persons a place in Rylands & Sons' was a provision for life. The fact that after the death of Mr. Rylands, in 1888, there was one employe of the firm still in active service who had entered it in 1834, one in 1837, one in 1840, one in 1844, two in 1845, three in 1846, three in 1848, and about 49 during the years between 1850 and 1860, speaks volumes, and largely reveals the secret of Rylands' great success.

His great wealth was laid out wisely. He gave much in charity of which the world knew nothing. Orphan girls, destitute old ladies, poor ministers and many others have cause to remember his generosity in the institutions established by his bounty. Mr. Rylands was a strongly religious man and got out an edition of the Bible—largely as a memorial of his second son, who died in 1861, aged 33 — with index and numbered paragraphs. These and other good books he gave away freely. He died in 1888, aged 87. His widow raised a magnificent memorial to him by founding the great John Rylands Library in Deansgate, Manchester, which contains the Crawford Mss. and priceless Althorp collection of books.

The career of this English lad who worked his way to great wealth and usefulness is well worth studying.

THE LATE T. B DEVANEY.

The sudden and untimely death of Mr. T. B. Devaney, the well-known Western representative of The W. R. Brock Co., Limited, at Wetaskiwin, N.W.T., was a great shock to his many friends in the West. Mr. Devaney left home a short time before on his western trip, apparently in excellent health and spirits. The body was brought in to Winnipeg from the west and taken to the family home on Furley street, and thence to St. Mary's Church, where High Mass was sung. The funeral was very largely attended, not only by commercial and wholesale men of Winnipeg, but also representatives of many eastern houses. Among others were noted: T. Blake, representing Rylands, Sons & Co., Manchester, England; J. S. Bryson, Thomas May & Co., Montreal; T. Harry Stater, for Robinson, Little & Co., London, Ont.; R. Driscoll, for The R. J. Whitla Co., Limited; Mr. McArthur, for Stobart, Sons & Co. After the service the body was sent east for burial. Mr. Devaney was deservedly popular among the business men, and very deep sympathy goes out to his widow and five children, the eldest not yet 13 years of age.

A GROWING BUSINESS.

Among the business changes to be made in the Spring one of the most important will be that of C. B. Robertson, dry goods, Charlotte street, St. John, N.B. The growth of this new business, opened last March, has been remarkable, in the face of competition that has never been so keen as during the present year. To outgrow a store in less than a year is a record to be proud of, and speaks well for Mr. Robertson's business ability. It was plain to be seen by general observation that this store always seemed busy, and people credited its popularity on account of being new. Excellent advertising has to a large degree been the means of bringing so many buyers to its counters, and the fact of having everything just as advertised has given everyone confidence in the goods and prices. In the new store that Mr. Robertson will remove to better facilities will be had for doing a much larger business. Mr. Robertson will have associated with him Mr. Robertson Gass, of Hampton, a gentleman of large private means, and Mr. Fred G. Trites, of St. John, who has a large circle of acquaintances, and is well known in the St. John dry goods trade for the past eight or ten years with Brock & Paterson, and at present travelling for them. Twenty thousand dollars additional capital will go into the business, making it one of the most independent retail stores in Canada. Both of the active partners are young men who have had a large amount of practical experience in the business, and with such an excellent financial position cannot help but succeed. Mr. Robertson has a thorough knowledge of the British, Canadian and American markets, having visited them for a number of years, selecting goods for the trade, and enjoys the reputation of being one of the best of St. John's experienced buyers who go abroad for goods.

"DOMINION" BRAND GOODS.

A. Burritt & Co., whose advertisement appears in this issue, commenced to manufacture hosiery in 1875. They began in a small way, and gradually increased as their goods became known and popular with the trade until now they employ 80 hands and have eight travellers on the road selling their lines which have now a Dominion reputation. Three years ago they commenced to make ladies' underwear, and they have met with such success in this line that they expect in two years to be doing as large a volume of trade in this department as they do in their hosiery.

AN OUTLET FOR SURPLUS STOCK.

Benning & Barsalou, Montreal have just closed a most successful season. They have managed most of the big auctions in Montreal, such as that of the Canadian Rubber Co., and the sales have been attended by the best buyers in the country. Their outlet for all kinds of merchandise, dry goods, clothing, or boots and shoes cannot be excelled, and dealers having surplus stocks cannot do better than confine them to this firm. Liberal advances are allowed. The Bank of Montreal and La Banque d'Hochelaga are given as references.

Cable Address, "Nickel, Leicester." A.B.C. Code.

A. NICHOLSON & CO.

LEICESTER, England.

Dyeing Department *Mercerised Yarns* in all sizes for the *Hosiery* and *Weaving* trades, in bundle, cheese or warps.

Yarn Department.. Exporters of all kinds of *Worsted* and *Cotton Yarns* suitable for *Hosiery* manufacture. . . .

SEND FOR OUR SAMPLES AND PRICES

The . . .

T. H. Taylor Co., LIMITED

Chatham, Ont.

MANUFACTURE

Ladies' Costume Cloths,
Homespuns, Friezes,
Mackinaws,
Horse Blankets, etc.
Pure Wools.

Write for Samples and Prices

DO YOU

handle our superior lines of Corsets, Bustles, Dress-Stays, Etc.? If not, we would be pleased to have you write for particulars.



BRUSH & CO., TORONTO, ONT.

The Dominion Oil Cloth Company, Limited Montreal

Spring Lines 1902

Our new samples for Spring Season 1902, which are now in the hands of the Wholesale Dry Goods Trade, will interest every buyer of Oil Cloth. In beauty of design, and value, they are unsurpassed.

Our productions comprise:

FLOOR OIL CLOTH— 3 Qualities—all widths up to 10/4.
TABLE OIL CLOTH
ENAMELLED AND CARRIAGE OIL CLOTH
STAIR— In Enamelled, Duck, and Cotton Back, Canvas and Painted Back.
MATS— In all Sizes.
DECORATIVE BURLAPS— Double Sized and Oil Coated.

An important feature to be remembered is, that we carry a large stock of all lines, and are prepared to give prompt deliveries.

See our samples before placing your orders for Spring.

Office and Works, MONTREAL.



Waist over the Skirt.—Giving long waisted effect.



Waist under the Skirt.

CAN BE WORN EITHER WAY,



Fit in Back and under Arm



not equaled in Canada.

The Standard Shirt Company, Limited,

MONTREAL, TORONTO, LONDON, ENG.

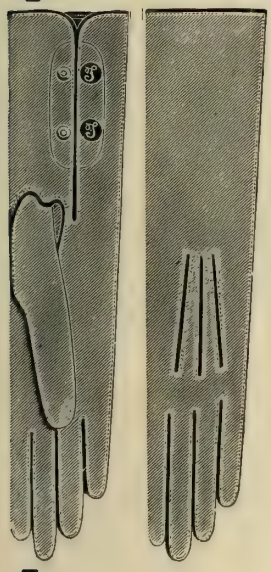
McINTYRE, SON & CO.

13 Victoria Square

MONTREAL

Importers of Dry Goods and Manufacturers' Agents

Kid Glove Department

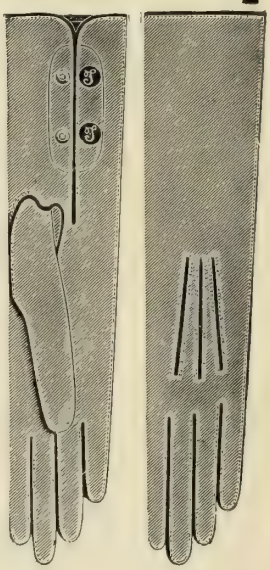


Best made in France.

Tréfousse Gloves

Best sold in Canada.

Rouillon Gloves



THE **Tréfousse Glove**
is noted for Style, Fit and Durability

THE **Rouillon Glove**
is always reliable

EVERY PAIR GUARANTEED

FABRIC GLOVES IN ALL STYLES

Careful attention given to Letter Orders

TORONTO:
25 COLBORNE STREET

OTTAWA:
CARLETON CHAMBERS
SPARKS STREET

WINNIPEG:
McINTYRE BLOCK

ST. JOHN, N.B.:
2 CHURCH STREET



FIELDING & JOHNSON'S

Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby," "Ivanhoe" and "Kilmarnock."

In Spindles, or Banded and Boxed.

FINGERING

In Six Well-Known Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal**

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and Manufacturers' Agents.

MONTREAL.

DEPARTMENTS

Dress Goods

Linens . . .

Smallwares

Silks and Velvets

Linings and Muslins

French Printed Organdies

White Dimities

Black Crapes

Careful attention given to Letter Orders.

TORONTO:
25 COLBORNE STREET.

OTTAWA:
SPARKS ST., Carleton Chambers.

WINNIPEG:
McINTYRE BLOCK.

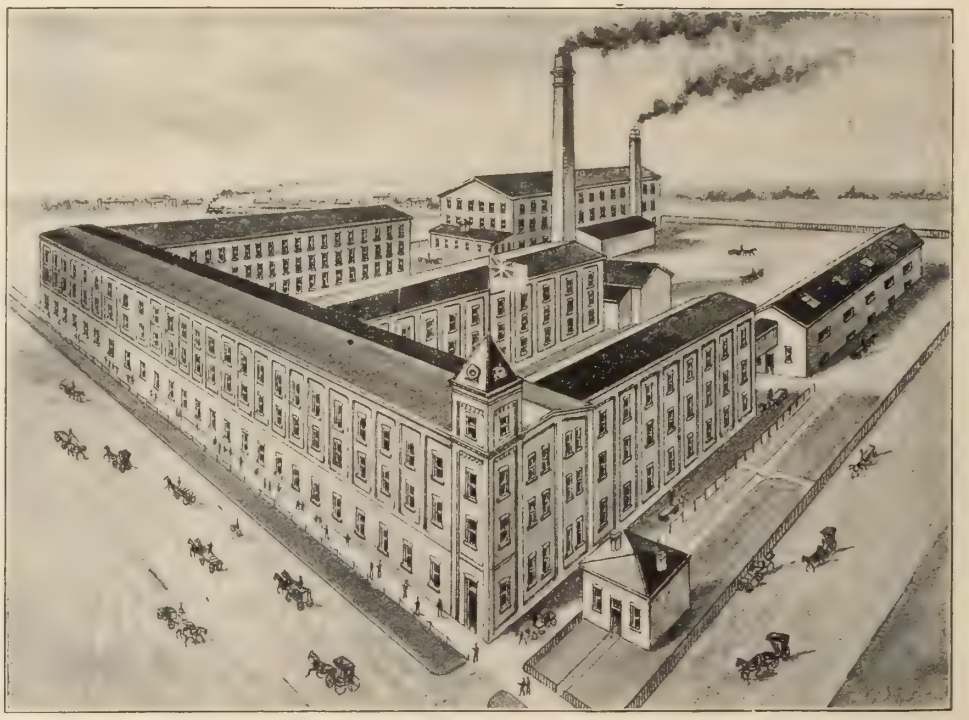
ST. JOHN, N.B.:
2 CHURCH ST.

HAMILTON COTTON CO.

Manufacturers of

HAMILTON, ONT.

STAR BRAND



STAR BRAND

Chenille Curtains and Table Covers

To keep pace with the increasing demand for our goods, we have prepared for the Spring trade a larger and more attractive range of designs and colorings in both Curtains and Covers.

TABLE COVERS

in the following sizes:

4 4, 6 4, 8 4, 10 4, 12/4.

CURTAINS in

32-in., 34-in., 36-in, 40-in., 44-in., 48 in. and 66-in., with Dado. Plain in all widths.

For sale by all the leading wholesale dealers.

Selling Agent

W. B. STEWART,

27 Front Street West, TORONTO

ALL WOOL UNDERCLOTHING

WILL NOT SHRINK IN WASHING EVERY GARMENT GUARANTEED



ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

IN WEIGHTS SUITABLE FOR ALL SEASONS.

SUPPLIED THROUGH THE LEADING WHOLESALE HOUSES.

DUNCAN BELL, MONTREAL and TORONTO, CANADIAN AGENT.

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

THE HARMONY OF COLORS.



COLORS is a subject that should be understood by every young man engaged in the window-trimming profession.

Unless he possesses a thorough knowledge of color blending, he will never become an expert in window trimming. I have seen window displays where the draping and arrangement of the fabrics was splendid, but the whole display was a failure because the goods were arranged regardless of colors.

The following remarks may prove of value to those who may not have an eye for colors.

NATURE'S COLORINGS, RED AND GREEN.—The rose is red, the leaves are green. What is more beautiful than a bouquet of them? What is more beautiful than the colorings Nature has given us? Is there an artist to-day who does not paint from Nature? Keep your eyes open as you walk through some garden; note the colors of the flowers and let it be impressed on your mind that nothing can be more beautiful or harmonious than what you see in that garden.

Note the colors of the pansy—yellow and purple; the daisy—white and yellow; the rose—red, yellow, or pink, with the green grass as a background.

In arranging a display of silks or dress goods, etc., where you have an assortment of colors, the most particular point to keep in view is the placing of each color where it will harmonize or blend with the colors next to it.

Note the colors in the Autumn leaves. Take a pretty leaf some time and experiment with silks or colored ribbons with it. Arrange the colors of the ribbons or silks side by side, same as in the leaf, and see what a beautiful combination it makes. Make a study of the colors of flowers, fruits and leaves, and you will learn one of Nature's most beautiful lessons, and after you have acquired a taste for colors, what lovely effects you can make in your windows!

THREE-COLOR COMBINATIONS.—The following are examples of triple combinations that you will find pleasing and harmonious tints:

1. Rose pinks, sky blue and light green.
2. Light blue, dark orange, and golden brown.
3. Light or dark pink, sky blue and canary yellow.
4. Purple, dark red and lavander.
5. Navy blue, dark red and light yellow.
6. Dark green, bright yellow and red.
7. White, red, yellow
8. Yellow, green and purple.

TWO-COLOR COMBINATIONS.—Pretty combinations of two colors are among the following:

Yellow and purple or pink.
Lavander and dark purple or white.
White and pink or yellow.
Green and pink or red.
Rose pink and light grey or nile green.

Light grey is a color that may be safely used in any combination of colors and harmonizes beautifully with any shade of pink, blue or red. It is a color that will soften the color of almost any shade.

In arranging colors in a window always strive to work the lighter shades in between the darker, because, if you keep all the dark shades together you will make it very hard for the observer on the outside to see the colors to best advantage. Keep the light shades behind the darker ones.

Say, for instance, you are going to dress a window with silks and you have nine different shades, namely: pale blue, pink, white, cream, dark red or cardinal, purple, mauve, green and yellow. The illustration will convey an idea of their proper arrangement. No matter what way you look at them there are no two colors side by side that do not blend perfectly and the whole forms a pleasing effect to the eye:

Pale blue	white	pink
Cream	mauve	yellow
Dark red	light green	purple.

An eye for colors, of course, is not given to everyone, but intelligent observation will do much for those not so fortunately gifted.

ABOUT SHOW CARDS.

EVERY window-trimmer who has experimented with price tickets and show cards knows that in order to make his display attractive and a real seller, he must use them in his



No. 1. Showing Lace Curtains.

SPRING LINE READY

"SHIRT WAISTS"

For Correct
Sleeve and Cuff
See Our Line

WRAPPERS WHITEWEAR

Gale Manfg. Company

TORONTO

WE ARE PREPARED

FOR SPRING 1902.

Our range of samples far surpasses anything hitherto shown. Every department is replete with the latest and best products in millinery and fancy goods of America and Europe.

Every order placed with us will receive the most careful and painstaking attention. If you have any special wants, try us.

Letter Orders Solicited.

CAVERHILL & KISSOCK

Branches—London, Paris, Ottawa, Quebec. MONTREAL.

THE CANADA CLOTHING MFG. CO.,

67 St. James Street, MONTREAL.

. . . TO THE TRADE . . .

AN OPPORTUNITY.

Why keep your Tweeds lying on your shelves to become "dead stock" when you can get them made up into

MEN'S, BOYS' AND YOUTHS' CLOTHING

at a low figure by sending to us? We shall be pleased to furnish you with price list for cutting, making and trimming. In order to insure prompt delivery we would advise dealers to ship early. This is an opportunity that all live merchants should take advantage of.

WE ALSO CARRY

a complete assortment of clothing at popular prices. Merchants desirous of securing stylish, up-to-date, durable and quick-selling garments should communicate with us.

TRIAL ORDER SOLICITED.

THE CANADA CLOTHING MFG. CO.,

67 St. James Street, MONTREAL.

THIS TRADE MARK STANDS FOR
"EXCELLENCE"
IN STYLE, QUALITY AND PRICE.



WHOLESALE MILLINERY
SMITH, WHYTE & RUNCIMAN
9 and 11 WELLINGTON ST. E., TORONTO.

PERRIN FRÈRES & CIE.

THE GLOVE HOUSE OF CANADA.

Perrin's Gloves



Perrin's Gloves

QUALITY GUARANTEED.

You run no risk in buying **Perrin's Gloves.** They sell at sight, and your customers will come back and ask for them. They combine **Fit, Elegance** and **Durability.**

A WELL-ASSORTED STOCK ALWAYS ON HAND.

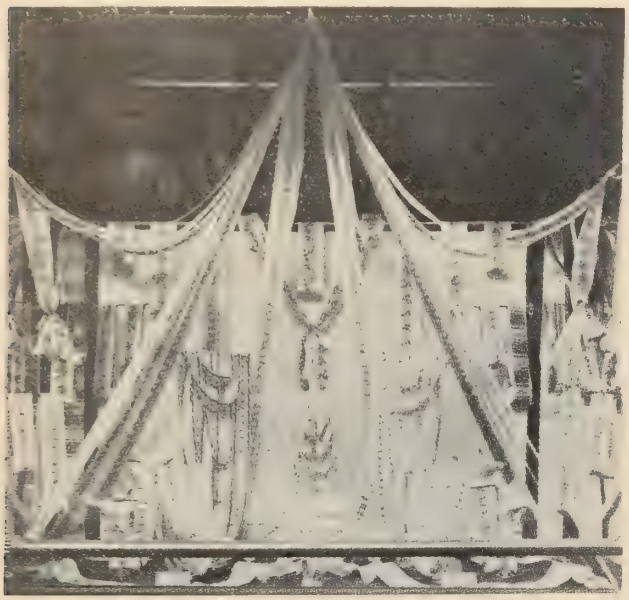
PERRIN FRÈRES & CIE., 5 Victoria Square MONTREAL.

Sole Agent for RAGUET'S UNDERWEAR.

WINDOW DECORATING—Continued.

trims. Any kind of a display without show cards is not as good a business-bringing trim as if it contained them.

Often the question has been asked whether it is advisable to ticket everything or not. Of course, this greatly depends on conditions and circumstances. One merchant says: "We never ticket anything, as it educates my competitors down



No. 2. Idea for Ribbons.

the street to my prices, who, in turn, would ticket their wares a few cents lower than mine and thereby hurt my trade."

Another merchant says that he finds that his trims are useless unless ticketed.

To-day, while competition is so widespread and strong, every means must be used to sell goods. As a matter of fact, everything marked always appears reasonable in price, no matter what priced goods they are. Then there are a good many people who always have the idea, when they see a display of anything without the price tickets attached, that the goods are high in price and that the dealer is afraid to make them known.

There is no doubt about the question whatever to my mind, as I have proven over and over again by actual experiment, that price cards will sell the goods. A stroll down the business thoroughfares of any of the large cities will convince anyone that a window display well ticketed is the business-bringing window. Stroll through the aisles of any of the up-to-date concerns and notice how business is being transacted. You will see the goods displayed on the counters and every available place throughout the store bearing price and description cards. People can serve themselves almost.

This mode of doing business is practised by the leading stores of the world, and if it was not the proper way of disposing of merchandise it would not have taken these live establishments long to find it out. So much in favor of the price and descriptive cards.

SHOW-CARD WRITING.

A WINDOW-TRIMMER who can make his own show cards increases his value to his employer and can demand more money than one who does not; at any rate, sign-writing as a side issue will do no one any harm, and very often it can be used to great advantage.

Show-card making requires very little teaching. It is all practice and patience. Do not become discouraged at your first attempt. Your cards at first will look badly, but that is to be expected. Improvement will be gradual. Each card will prove better than the last and with a little practice you will be surprised at the results.

The system now in vogue by all the big houses is the simple style of lettering in black and white, with, perhaps, a shading of green or red.

THE REVIEW presents a style of lettering and figuring that is the best for general purposes. Fancy lettering that requires a lot of time to execute is being discarded altogether by the big business places for the simple, easily-read style of card-writing.

If you are a beginner in this line of work, I would suggest that you cut this illustration of letters out, paste it on a piece of cardboard and keep it for reference when you are practising card-making. You will find them of great aid in the formation of letters and figures.

The first requirement is a place to work. It is impossible to do justice to your work unless you are properly fitted out. Walk around the store until you find a suitable place to work and "anchor" there.

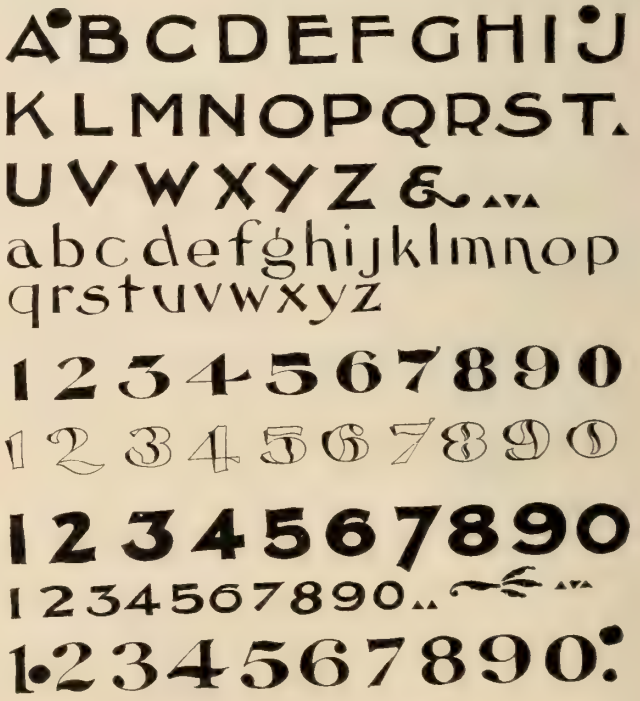
Next get a table. Tilt it forward, as in this position you will find better work can be done than on a level surface.

Lay in a supply of cardboard. The stiff, white, glossy finish board is the best.

The best brush for general use is the sable brush, ¾ in. long, No. 5, which can be purchased at any art store for about 20c. I would advise purchasing a set of about five brushes, assorted sizes.

Many inexperienced markers are using camels' hair brushes which have not the elasticity of the sable brush. When purchasing these see that the hairs are of an equal length and that the ends are even when the brush is flattened.

Train the brushes flat by always using the same two sides. Wash them with soap and warm water about twice a week. This will keep them in good condition. The best paint for general use is "drop black" thinned with turpentine. It comes in small or large tins. Take a little on a saucer and



Specimens of Figures and Letters.

A Short Talk on a Show Case.

A man buys a Show Case. It looks all right, makes a brave showing. The man is well pleased—the price was "way low."

Time flies—the Show Case is five years old. "Getting a little rocky," the man says. Varnish in bad shape, frame warped, joints opened, doors stick. It was a poor investment.



Send for Descriptive Circular (lithographed in colors) and full particulars.

Phillips' Illuminated Silent Salesman TRADE MARK Show Cases

give satisfaction as long as they last, and they last a long lifetime!

Thoroughly seasoned, carefully selected stock; first quality glass; hard, enduring finish; perfect illumination. The best possible investment in a Show Case.

John Phillips & Co., Limited,

Canadian Branch—WINDSOR, ONT. DETROIT, MICH.

L.L. CLINE Adv. Dep.

The "DORCAS" Thimble



Made in three parts
The inner & outer STERLING SILVER
And the intermediate STEEL

HORNER'S PATENT
THE MOST POPULAR THIMBLE OF THE DAY

May be had from

CHAS. HORNER, Manufacturer, 29 Vyse St., Birmingham.

DO YOU STOCK THEM?

WINDOW DECORATING—Continued.

thin it with turps. Don't make it too thin or the turpentine will run on your card. For shading the black letters "Diamond Dyes" are the best for all colors.

A small quantity of dye the shade you wish to use should be put in a cup, in which put enough mucilage to mix to a thick paste, then add water.

OUR ILLUSTRATIONS.

THE REVIEW presents in this edition an illustration of a good idea for a trim of lace curtains. Four rows of wires are tightened across the top of the window, and the curtains are hung over these. In this way a dozen different patterns can be shown in a small window to great advantage. Notice that the price cards play an important part in this display.

Illustration No. 2 is a pretty ribbon idea. A large ring is hung from the centre of the window and the ribbons are suspended from it and drawn to all sides of the window.

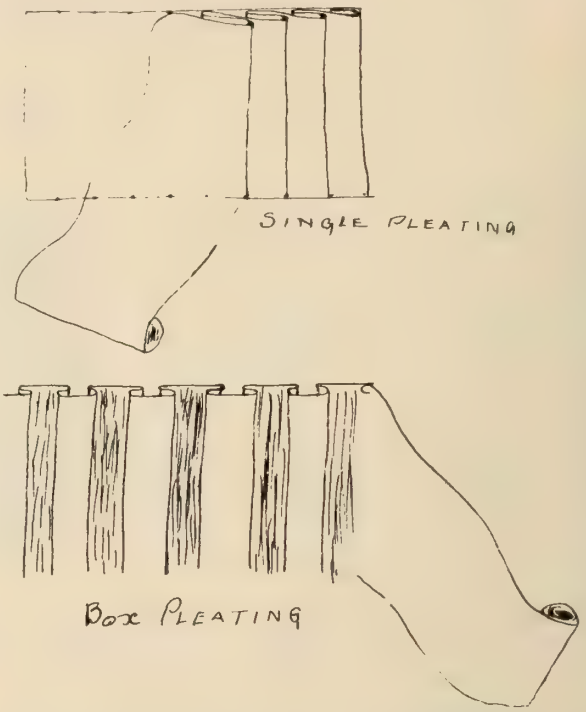
Illustration No. 3 is a simple and effective arrangement of linens. A few price tickets on the goods would not have been amiss here.

ANSWERS TO INQUIRIES.

"W.M.S.," GRIMSBY.—I refer you to December edition of DRY GOODS REVIEW for the information you desire. See page 62. You also desire to know how to do pleating. This is a very difficult question to answer in writing, but I trust the following will be readily understood by you. The only secret of pleating is uniformity. Nothing looks better than nice even pleating and nothing so bad when it is not done straight and even. Say, for instance, you have a framework to pleat, and you intend pleating it in white cheesecloth. First of all you cover the frame with white cotton, stretching it tight and smooth over your frame. Then with your lead pencil make a mark every inch and a half along the top of frame and the same on the bottom. Start at the right-hand upper corner (after turning in the raw edge of the cheesecloth), and lay it on double thick between each mark, touching it exactly where each pencil mark is. After you have finished this, start at the right-hand corner on the bottom of frame and pull each pleat tight and tack it same as you did on the top. By marking it off in pencil as described you will be sure to have it straight, which is the hardest part of pleating. The rough sketch on this page will help to illustrate my meaning. In single pleating folds are all running one way. In box pleating they turn first to the right and then to the left. Beginners will find that if they take a clothespin and insert it at the top of goods and then give it a half revolution, that in this way all the pleats can be made a uniform size, about 1 inch wide for each pleat.

"J. R. H.," MOOSIMIN, ASSA.—You will find an explanation to your query in December issue of REVIEW, on page 62.

"L.D." asks how high up should a window be trimmed?



ANSWER.—The value of a trim lies in that portion of a window which is below the level of the eye when standing on the sidewalk. However, the bare upper portion of the window ought to be trimmed, as it makes a setting or backing for the lower part and helps to show off the goods on display below. Where the window-floor is on a level with the sidewalk the window should be trimmed half way up. If the window-floor is raised to half the height of the average spectator from without, the trim should reach ⅔ the height of the glass, as the gaze is naturally directed upwards. H. H.



No. 3. Display of Linens.

A GALT DISPLAY.

Before Christmas, the windows of Evans & Co.'s store in Galt had a handsome display. These windows, at considerable labor and expense, had been fitted with vertical and horizontal pillars and bars of electric lights, so as to create at night a blaze of splendor. Mr. Evans called the display "the Pan-American windows," and indeed the appelation was a fitting one, for not only was a large number of electric lights made a feature, but there was also displayed what is latest and best in men's furnishings, just as the great Pan-Am. showed latest developments in science and art. The display in the west window was done by Mr. Arthur R. McMichael. The dressing material was white pique, touched here and there with wreaths and sprays of smilax. Appropriately shown were choice selections from a large stock of silk tiles, furs, smoking jackets, etc. In the east window, Mr. E. A. Green displayed New York neckwear, purchased recently in New York.

Richardson, Tee, Rycroft & Co.

3 PORTLAND ST., MANCHESTER

Linen, Cotton and Down Quilt Manufacturers

9 Friday St., LONDON, E.C. **"BORESPRING" WORKS, BARNSLEY, YORKSHIRE**

All Classes of Household Linen Goods.

SHEETINGS, PILLOW LINENS, TOWELS, TURKISH TOWELS, TICKS, GLASS CLOTHS, DAMASK TABLE LINEN, NAPKINS, ETC.

EIDER DOWN QUILTS

IN EVERY VARIETY, MADE FROM THE VERY BEST DOWN.



(REGISTERED)

COTTON GOODS, OXFORDS, FLANNELETTES, WHITE SATIN QUILTS, COLOURED QUILTS, CRETONNES, SATEENS, PRINTS, WHITE AND GREY CALICOES, SHEETINGS, LININGS, LINENETTES, FLANNELS, BLANKETS, WOOLLEN SHIRTINGS, VELVETEENS, CORDED VELVETEENS, FUSTIANS AND MOLES.

AND

MAKERS OF THE CELEBRATED

SANAVITA

THE ALL-WOOL

Flannel of Healthy Life

AN ENTIRELY NEW PRODUCTION
A HIGH-CLASS FABRIC MADE OF THE FINEST WOOL
IT FAR EXCEEDS MANY OF THE WELL-KNOWN FANCY FLANNELS.

IN PIECES OF 20 YARDS

FOR BLOUSES, SHIRTS, PYJAMAS.

EXTRA SHRUNK **SPECIAL FINISH**

PERFECTLY FAST COLORS

FOR DRESSES, Ladies' & Children's UNDERWEAR.

AND MAKERS OF

"LEONESE" "LEONESE" "LEONESE"

A Mixture of the Finest Wool and Highest-class Egyptian Cotton.
An Article altogether superior to anything near the Price, for Blouses, Cycling, Tennis and Golf Shirts, Children's Dresses, etc.

MAKERS ALSO OF THE

CELEBRATED "BEATRICE" VELVETEENS

and CORDED VELVETS in Blacks and all the Fashionable Shades

SOLE AGENTS IN CANADA,
KELLY BROS,
468 TEMPLE BUILDINGS, MONTREAL.

AMERICAN AGENTS,
E. GRIBBON & SONS,
54 WHITE ST., NEW YORK.

A Distinguished Business Man and Philanthropist.

The Career of Sir George Williams, of Hitchcock, Williams & Co.

BOTH an interesting and a noble personality in the British drapery trade is that of Sir George Williams, of Hitchcock, Williams & Co., London. Sir George is known all over the world as the founder of the Y. M. C. A. movement, one of the most beneficent institutions which the last century added to the Christian world.

The career of Sir George Williams is a conspicuous example for dry goods clerks everywhere. At the age of 80 he is vigorous, prosperous and respected, and his success is due to integrity, industry and ability—qualities which any clerk should aim to cultivate. The firm of which he is the head was founded in 1835 as Hitchcock, Rogers & Co. A few years afterwards George Williams entered the business as a clerk.



SIR GEORGE WILLIAMS,
Head of the firm of Hitchcock, Williams & Co., and Founder of the Y.M.C.A.

His upright character and conscientious conduct won confidence. In 1844 a meeting of a dozen of his fellow clerks was held in his bedroom to discuss the question of finding some common meeting place for homeless young clerks. An organization was formed and called the Young Men's Christian Association. Other clerks were glad to go in. It is related that the room where these young men first assembled in June, 1844, is now used as a dining-room by the members of the firm, and, to-day, upon its walls hang portraits of Lord Shaftesbury, John Bright, and other men eminent in philanthropic work. An account of the progress of the movement is interesting:

"We paid half a crown a week for the rental of that room when the first association was organized. Now, the different local associations throughout the world own property worth to exceed $20,000,000. Then there were only half a dozen of us, now there are 7,200 associations with an active membership of 500,000. There are eighty associations in London alone, and over 350 in England. The International Committee, whose headquarters are in New York, find it necessary to employ sixty-one secretaries."

When the jubilee of the Y.M.C A. took place in 1894, the Crown fittingly recognized Mr. Williams' distinguished career as a philanthropist and business man with a knighthood. In 1853, he had been admitted to partnership in the business, the firm becoming Hitchcock, Williams & Co., and when 10 years afterwards the senior partner died, the erstwhile young clerk, after over 20 years, succeeded to the headship of the house. During all this period he and his partner had steadily worked for the improvement of the condition of employes. Mr. Hitchcock's efforts in behalf of early closing were recognized by the shop assistants of London by the presentation of his portrait to Mrs. Hitchcock, and Mr. Williams, who had espoused the Saturday half-holiday movement, was presented with an epergne as an evidence of gratitude and respect. In other ways the solicitude of the firm for employes, their comforts, physical health and religious needs displayed itself.

Sir George Williams has the happiness and satisfaction of being surrounded by his sons, Mr. J. G. Williams, Mr. Howard Williams, and Mr. A. T. Williams, in the great business so wisely built up. When a big Y.M.C.A. convention was held in Boston last year, Mr. Howard Williams represented his venerable and distinguished father.

Naturally a business thus established and developed can count upon the loyalty and devotion of its employes, and from the establishment many have gone forth, after an excellent training, to do well for themselves in the drapery trade elsewhere. Long service is a characteristic of the staff. One has been with the firm 50 years, another 48 years, another 40, and many of them over 25 years. The firm have grown into merchants and manufacturers catering for every branch of the dry goods trade and employing over a thousand persons of both sexes. The warehouses in St. Paul's Churchyard are well known to Canadian buyers, while the factories in Warwick Lane and Paternoster Square, near by, are spacious buildings equipped with the latest labor-saving devices.



MR. HOWARD WILLIAMS,
Who represented his father at the Boston Y.M.C.A. Convention.

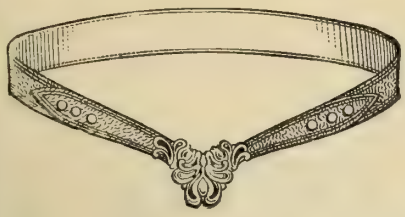
Mr. George Craig, of George Craig & Co., Winnipeg, paid a short visit to Toronto during the month of December. Chatting with THE REVIEW he spoke favorably of business conditions in the West, especially in Winnipeg, which was prosperous and bound to be even more so. Mr. Craig said: "Your paper has many friends in the West, and gains them on its merits."

T. S. Lobb, 778 Queen street east, Toronto, has bought out the stock of J. C. Jones, 763-765 Queen east, and will combine the two stocks under the one roof. Mr. Lobb's store has recently been enlarged and remodelled, a metal ceiling has been put in and the store has been raised three feet.

LEATHER GOODS

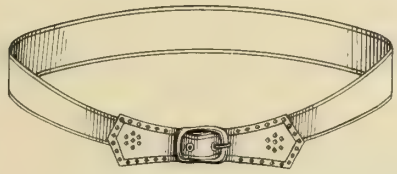
for the

SPRING TRADE



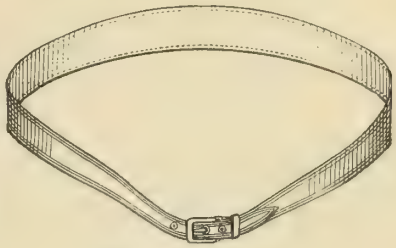
THE "SMART."

Retails 50c., 75c., $1.00 and $1.25.
Made with new cut steel point effects.



THE "PERT."

Retails 50c., 75c., and $1.00.
The bow belt, with clusters of cut steel points.



THE "POPULAR."

Retails 25c., 50c., 75c.
The perfect-fitting belt.

Goods we manufacture:

- Pocket Books.
- Finger Purses.
- Chatelaine Bags.
- Reticules.
- Bill Books.
- Bill Folds.
- Letter Cases.
- Writing Folios.
- Dressing Cases.
- Music Holders.
- Collar and Cuff Cases
- Card Cases.
- Men's Belts.
- Ladies' Belts.
- Cigar Cases.
- Ticket Cases.
- Portsea Purses.
- Traveling Pockets.

THE

Julian Sale

Leather Goods Co., Limited

105 King St. West, TORONTO

We employ more hands than all the leather goods makers in Canada combined.



We have the largest leather goods factory in Canada.

Goods we manufacture:

- Photograph Frames.
- Safety Ink Bottles.
- Drinking Glasses.
- Collapsing Cups.
- Flasks.
- Playing Card Cases.
- Cribbage Sets.
- Boxing Gloves.
- Striking Bags.
- Foot Balls.
- Shin Guards.
- Ankle Supports.
- Ankle Guards.
- Razor Strops.
- Dog Collars.
- Rug Straps.
- Bag Tags.
- Skate Straps, etc.

Retails in various leathers 50c., 75c., $1.00, $1.25.



Other lines of Chatelaine Bags in fancy frames and leather.

Two qualities, to retail at 35c. and 50c.



All Chatelaine Bags from 35c. to $2.00 are new lines for 1902.

Patent hooks, bags retail from $1.25 to $2.50.



RINGHEIM'S

PERFECTION IN UNDERWEAR.

RAMIE IS THE IDEAL UNDERCLOTHING



AND IS ENDORSED AS SUCH BY ALL USERS.

Highly recommended by Doctors and Scientists.

THE MOST COMFORTABLE, THE MOST HYGIENIC, AND THE MOST ECONOMICAL UNDERWEAR.

Warm and Health Preserving in Winter, Cool and Comfortable in Summer.

PREVENTS COLDS

Cures Rheumatism

BEAUTIFIES THE SKIN

ONE TESTIMONIAL FROM THE THOUSANDS RECEIVED.

"The undersigned, who suffered from severe rheumatism * * * * *"

C. ALTHIN,
Principal of the Technical School, Stockholm.
March 27, 1899.

FOR CANADA and for ALL COUNTRIES WHERE THE CHANGES OF TEMPERATURE ARE CONSIDERABLE IT IS THE ONLY PERFECT UNDERWEAR.

FREE TO ALL APPLICANTS:—A BOOKLET "ABOUT RINGHEIM'S RAMIE UNDERCLOTHING," STATING THE CLAIMS OF THE SYSTEM AND CONTAINING OTHER TESTIMONIALS.

EVERY IMPORTER AND WHOLESALE OR RETAIL MERCHANT OF DRY GOODS IS INTERESTED. CORRESPONDENCE INVITED. CANADIAN BUYERS WHEN IN ENGLAND ARE REQUESTED TO GIVE US A CALL.

SOLE AGENTS FOR GREAT BRITAIN AND THE COLONIES.

HALL, NILSEN & CO., 47 MOSLEY ST., MANCHESTER

In the
Court of Common Justice

In the matter of

Fact

— versus —

Fiction

We the undersigned Certify most unhesitatingly that all the facts set forth in this document are true and correct in every particular.

Witness our hand and seal this January 1902.



I. H. C. Trade

O. U. R. Customers } Witnesses

Dec. 28/01
23.4/18



Cor. Bay and Wellington Streets

TORONTO

The W. R. Br (Lim

OFFICES—QUEBEC, HALIFAX

1902 SPRING 1902

GOOD REASO PROGRESS AN

1—The only Wholesale Dry Goods C in the two chief distributing cen

2—Their Travellers—40 in numbe OCEAN TO OCEAN, each in t their territory.

3—Their capital admits them to a abling them to buy and sell o

4—Their customers are the mos chants in the Dominion to-da

5—They seek for, and provide th constant demand and right va

RETURNED Dec. 28/01
CB. 4/18

ock Company,
ited)

WINNIPEG AND VANCOUVER.



Cor. St. Helen and Recollet Streets,
and 1826 Notre Dame Street
MONTREAL

S FOR THEIR
D PROSPERITY

ompany carrying complete stocks
res of Canada.

–cover the entire country, FROM
uch with the particular wants of

ll the markets of the world, en-
the lowest possible margin.

successful and up-to-date mer-

e trade with, goods which are in
e.

GENERAL
DRY GOODS,
WOOLLENS,
MEN'S FURNISHINGS,
DRESS GOODS,
CARPETS,
HOUSE FURNISHINGS,
Etc., Etc.

The "GRIFFIN" Brand

"GRIFFIN" BRAND
PURE WOOL.
UNSHRINKABLE.

Facsimile of Tab attached to each Garment.

Pure Woollen Underwear

GUARANTEED UNSHRINKABLE



and is made in every kind of garment for Ladies', Gentlemen's and Children's Shirts, Pants, Combinations, Vests, Drawers, Kilts, etc.

The following are our Registered Brands of Ladies' and Children's Cashmere Hose:

"INDIANA"
"SILANA"
"VIRA"
"LLAMA"



Every Garment bearing the above Tab will be

Exchanged Free

if found to Shrink in Washing.

Excellent Testimonials from the Leading Laundries.

The "Griffin" Brand Underwear will not Felt or become hard in the Wash, and keeps its Elasticity, Smoothness and Size to the last, and is

ABSOLUTELY RELIABLE.

Specialties

Ladies' and Gentlemen's Embroidered and Lace Ankle Hose.
Ladies' and Gentlemen's Spun Silk and Lisle Thread Hose.
Ladies' and Gentlemen's Spun Silk Underwear and Combination Suits.

Sole Agent for Canada: **R. H. Cosbie,**
Manchester Building, Melinda St., TORONTO.

F. & W. E. WHITE,
Loughborough, England.

Newfoundland and Canadian Union.

A Business Proposition for Business Men.



WHY do not Newfoundland and Canada unite for their mutual advantage on a business basis?

Commercial men in Canada should see to it that the question is pushed again to the front and dealt with on a business basis entirely apart from politics, sentiment or any other secondary consideration. Both countries would benefit from union. Newfoundland would be able to attract capital not now available for her. The development of Canada's iron industry is giving a promising market for the Island ores, while in other ways the export trade to this country would increase.

UNION PROPOSALS OF 1895.

Six years ago negotiations took place respecting union. At that time the Island was in severe financial straits. If ever a country appeared to be on the verge of financial ruin it was Newfoundland. On May 16, 1895, the papers, defining upon what condition Newfoundland was willing to confederate with the Dominion, were laid upon the table of the House of Commons.

Briefly, Newfoundland asked Canada to assume its debt of $15,000,000, which included the railway obligation, to operate the railway and telegraphs and to give an annual subsidy of $650,000. Canada, as represented by the Administration of Sir Mackenzie Bowell, offered to assume $10,350,000 of indebtedness and to grant $6,000 per mile to the railway that was at that time in process of construction across the Island. As this $6,000 per mile would have meant an expenditure on that account of $1,692,000, it follows that Canada was willing to assume a charge of $12,042,000, or a little less than $3,000,000 below the sum stipulated by Newfoundland. In regard to the annual subsidy there was a difference of $150,000, the amount the Canadian Government was willing to give being $500,000. With Newfoundland in the financial condition it was, it was thought by many that it valued itself at too high a figure. But those who have carefully studied the subject, particularly in the light of to day, not only realize that the price was not unreasonable, but that it was a better figure than we can ever again expect in any future negotiations. Canada made a great mistake in not accepting the terms of 1895.

NEWFOUNDLAND'S TRADE.

The aggregate trade of the Island last year was about $16,000,000, of this sum $8,500,000 being exports and $7,500,000 imports. Our exports to Newfoundland last year were chiefly as follows:

	1899.	1900.
Animals	$ 92,560	$ 98,438
Grain	74,830	89,145
Flour	730,692	820,951
Coal	181,790	249,510
Cordage	11,685	13,685
Drugs, dyes, etc	19,314	26,002
Fruits	24,298	33,097
Gunpowder, etc.	11,561	10 542
Gutta percha, etc.	18,617	16,616
Sole and upper leather	57,203	83,928
Boots and shoes	37,864	20 343
Metals and minerals, and manufactures of	105,322	161,656
Provisions and meats	131,700	140,152
Salt	9,979	15,537
Tea	17,869	14,753
Tobacco	11,677	14,114
Furniture	23,470	26,523
Woods of various kinds	27,772	52 309
Wool and manufactures of	15,871	15 152

OPINIONS OF ISLAND MERCHANTS.

Hon. R. K. Bishop, of Messrs. Bishop & Monroe, St. John's, writes to THE DRY GOODS REVIEW:

"You can readily understand that I do not care to commit myself to an expression of opinion from a political standpoint of the merits or demerits of union between this country and Canada. As regards the effect upon Canadian trade, I should expect it to be considerable. A tariff restriction would necessarily exclude a large quantity of American goods and products. Canadian manufactures and products being free of duty would be used necessarily instead of American, and would, in a lesser degree, supplant productions of British and foreign manufacture. I should say that purchases in Canada of all classes of dry goods, leatherware, hardware, and the products of the soil would materially increase immediately we became confederated, but we have not yet decided to 'take you in.'"

MEN'S FURNISHINGS.

J. Macgregor, men's furnishings, St. John's, writes to THE REVIEW: "Would union with Canada be a convenience to New-



Harbor of St. John's, Newfoundland.



How to write Signs, Show-Cards and Price Tickets

THE Edwards' Instructor on Sign, Show-card and Ticket-lettering, "The most complete book of the kind ever published." Tells all. Window-trimmers and clerks who are fitting themselves for a good position, and merchants who are after their share of business and as much more as they can get, are now making preparations to secure it by being able to put up a fine variety of Signs, Show-cards and Price Tickets. My book will teach you and I guarantee success. See list of subjects covered.

List of Subjects covered:

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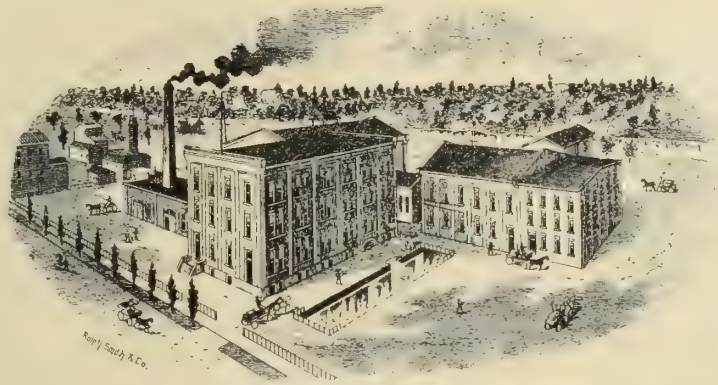
The Edwards' Card Writers' Outfit, consisting of all materials essential, prepaid to any address, $2.00.

Write for further particulars. Dept. R.

W. EDWARDS, 423½ Yonge St., TORONTO, ONT.

MANUFACTURERS OF

All Wool and Union Flannels.



Tweeds, Serges &c.

A.H. BAIRD, SECY TREAS H. STROUD, MANR

The Paris Wincey Mills Co.

Paris, Ontario.

Royal TRADE MARK

Hamilton, Berkinshaw & Co.

41 Yonge Street

. . . TORONTO

Manufacturers of fine Shirts, Collars and Cuffs, Overalls, Smocks and Working Shirts. Importers and Jobbers in Dry Goods and Men's Furnishings.

Our fine Shirts, known as the "Royal" Brand, are unsurpassed for fit, patterns and workmanship. Stripes perfectly matched, all hand-laundered, newest designs. A sightly, selling garment. Your stock is not complete without the "Royal." Write us for sample half-dozen. When in the city bring your list to us. We carry large stock at 41 Yonge St.

ROYAL MANUFACTURING CO.

Hamilton, Berkinshaw & Co,

THE

KINGSTON HOSIERY CO., Limited

KINGSTON, ONT.

WE ARE SHOWING GREAT VALUE IN ALL KINDS OF :

Knitted Goods, Fleece-Lined, Lamb's Wool, Scotch Knit, Unshrinkable, and many novelties in Shirts and Drawers and Underwear suitable for Ladies and Gentlemen. Also full range of our Celebrated Seamless Hose and Half-Hose.

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LIMITED
KINGSTON, ONT.

Linen Threads

All kinds . . . .
For all purposes.

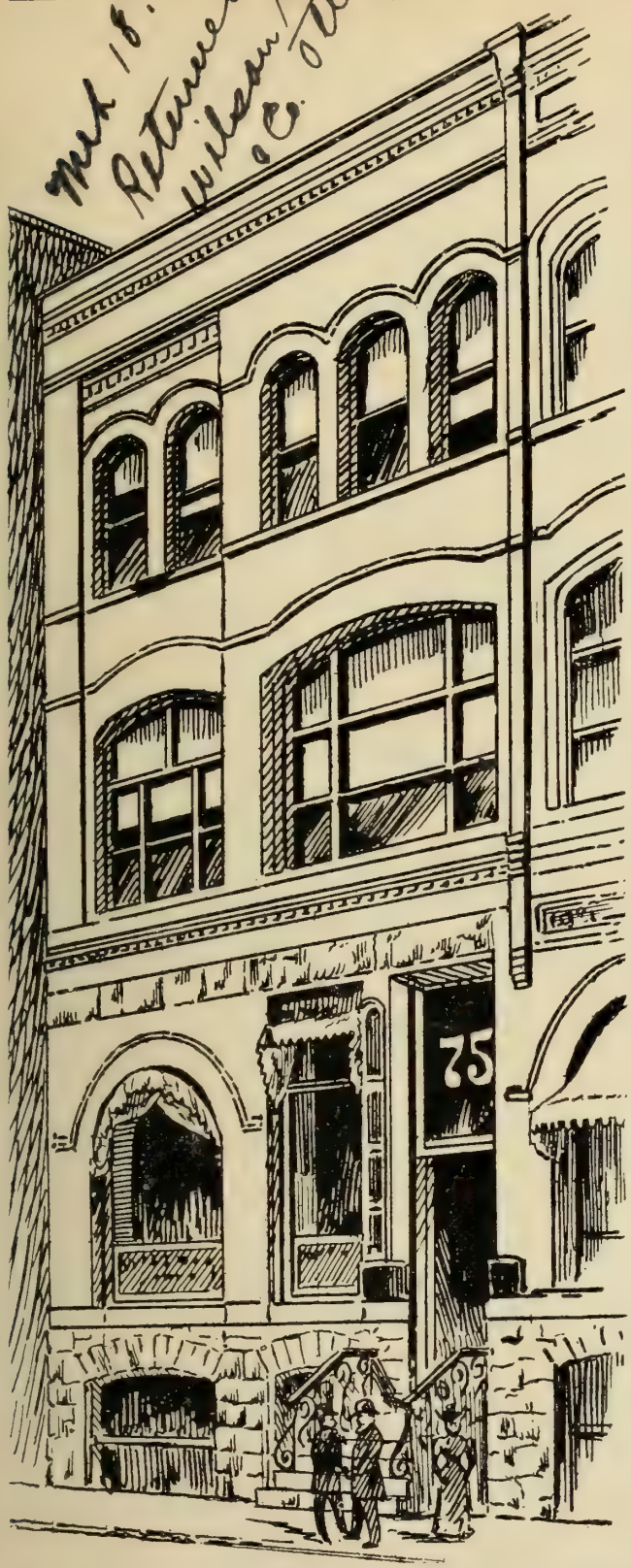
Boot and Shoe Laces

All materials . . .
In all lengths.

Qualities and Values the BEST.

Frank & Bryce, Limited

TORONTO. MONTREAL. QUEBEC.



Our Stock in **FANCY DRY GOODS, SMALLWARES** and **LUMBERMEN'S SUP PLIES** is now complete for SPRING TRADE.

We are manufacturers of **TOP SHIRTS, OVERALLS** and **PANTS.** All orders will have our personal and prompt attention.

WILSON BROS. & CO.
OTTAWA, CANADA.

Things of Beauty

For Ladies' Wear

to be found at

TIDSWELLS'

New and Stylish Ideas in Ladies' Shirt-Waists, Blouses, Neckwear, and Lace Goods are here worked out and displayed in their various forms.

Silk Shirt Waists
Flannel Shirt Waists
(Notably "Viyella" and "Rowena")
Cotton Shirts

Silk Blouses
Robes, Muslin and Lace
Lace Blouses

Real Hand-Made Laces
Machine-Made Laces
Allovers, Silk and Chiffon
Embroidered Lisses
Veilings

Fichus, Jabots,
Lace Collars and Scarfs
Puritan Collars
Chemisettes

Linen Collars
Aprons, Belts, etc.

E. & H. TIDSWELL & CO.
Manufacturers
3 & 2 Wood St., LONDON, ENG.

foundland business houses like mine? In my opinion it would. In the absence of any Customs tariff between the two countries would I be disposed to buy goods in Canada more extensively than is now convenient? In my opinion nearly all the men's furnishings now imported from the United States would then be bought in Canada. Ready-to-wear clothing (which by the way is a large item in our imports) now imported from England would be bought in Canada."

A HARBOR GRACE OPINION.

Mr. James Crow, of Harbor Grace, writes THE REVIEW: "At present the duties on imported goods seem to be away beyond the earning power of the people, so confederation with no Customs tariff would naturally induce them to buy more largely than they do at present goods manufactured in Canada, on which no duty would be levied, in preference to the English manufactured article, on which so large a duty



SIR ROBERT BOND,
Premier of Newfoundland.

has to be paid. Confederation then would mean a much larger trade with Canada. It would mean, in my opinion, a great benefit to Newfoundland, especially that part of it outside the capital. Hoping that day may soon come."

OPPOSITION TO UNION.

Messrs. John Barron & Co., St. John's, write THE REVIEW endorsing the following opinion of The Newfoundland Trade Review, which is hostile to union: "Things have altered very materially in this country since 1895, and the immediate industrial outlook is very bright. The people of the country were never better off than at present, and they don't want confederation with Canada. Much of our prosperity to-day is due to the employment given by small local industries, which would be swept out of existence the moment we joined the Dominion."

NOVELTY BLOUSE WAISTS.

Among the many new styles shown this Spring by Boulter & Stewart are the "dress-fitting" waist, which is open back and collar attached, made in lawn and organdies. This waist has had enormous sale, with the result that since December they are booking orders for April, May and June deliveries, and are entirely sold up until that time. All accounts wishing high-class fitted waists will be pleased to see such a beautiful assortment as Boulter & Stewart are showing this year, and a call at their factory and warehouse, 13 Front street West, Toronto, will repay buyers.

GLOVES.

THE glove belongs to the list of articles that follow the demands of fashion, and is one of the minor articles that may make or mar the "tout ensemble" of a woman's costume. No class of women pay so much attention to gloves as the Americans and the French, and they are conceded to be the best-dressed women of the present day.

Up-to-date merchants study this closely, as upon their judgment of styles and colors will depend the success or failure of the department. In the United States gloves are persistently advertised and brought forward. In Canada only a few of the leading stores have a glove department worthy of the name, and they are often sold by inexperienced assistants, who know nothing of what they are selling, and could not possibly fit a pair of gloves on a customer's hand. Many stores buy cheap lines instead of the best. It should be their ambition to sell the best gloves obtainable, and much more satisfaction and profit will be the result both to themselves, the customer and the manufacturer.

Advance or import orders should be given, as the experience of up-to date merchants in the past proves that the risk incurred is amply balanced by the fact of having such lines and shades as are wanted, and at the right time.

This season there has been a strong demand for white, greys, and an extra demand for black. This could be clearly foreseen by anyone who studied the trend of fashion, yet how many bought an increased quantity of these lines?

The complaint is made that women do not wear kid gloves in Summer. This trade has, without doubt, decreased, owing to the golf craze, but no woman will risk having her hands permanently spoiled by the rays of the Summer sun, so we think this fad will not last long.

Extreme styles are shown by some importers, but they are not profitable except in very large cities, as most of them are left on the retailers' shelves.

The abuse of the guarantee system is the crying evil of the trade, but at the present time there seems to be no remedy in sight.

For the coming Easter, which is early this year, the glove, "par excellence" will be white, either with self or with black embroidery. Greys of tones from pearl to slate, and modes, will rank next in demand, and of course tans, brown and other shades are always required, especially by those whose means are too limited to buy an assortment. Black will continue in favor with those who do not wear white, so long as the present vogue for black, or black and white costumes remains. Some women can be tempted to extravagance in the buying of gloves, hence the good policy of providing for their requirements.

Nearly everyone who can afford to buy good suede gloves will do so. White is used in the glace gloves, but in the most exclusive trade, colors are now sold in suede. They will never be popular with economical people, as they are too perishable.

There is a growing demand for a good class of fabric gloves, such as real Lisle, with clasps and embroidered backs similar in style and color to the kid gloves. Lace gloves and mitts are growing in popularity, but, so far, there has been no particular demand in this country.

H. Hutchinson, buyer for The Northway Co., Limited, Chatham, Ont., has left for England on a buying trip.

Mr William Agnew, of Montreal, has been doing business alone as wholesale dry goods merchant and importer since December 1, under the firm name of Wm. Agnew & Co.

"Lawrus" Fabrics.

Spring 1902

These fabrics include several specialties in Black and Colored Dress Goods, and a large and varied assortment of High-Class Rain-proof Goods, all of which fabrics are most suitable for the Canadian market.

Every Yard Stamped "LAWRUS."

Supplied only by

LAW, RUSSELL & CO.

BRADFORD, ENGLAND.

THE "EAGLE"
CALF-MOUNTED

50c.
SUSPENDER

IS THE BEST.

All leather parts positively guaranteed for one year.

Price: $4 a dozen; 5% 30 days.

Samples submitted on application.
How many dozen do you require?

The Eagle Brand Manufacturing Co.
1865 Notre Dame St.
MONTREAL.

Counter Check Books

Before placing your order write us for samples.

We manufacture both Carbon and Automatic Books. (Our Automatic Book requires no carbon leaf. The most convenient and quickest manipulated book on the market.)

Shipping Tags . . .

Our Tags are strong, neat and attractive, printed in two colors.

The Morton Company, Limited
46-48 Richmond Street West,
TORONTO, ONT.



Thos. Clearihue

Glove Manufacturer

BROCKVILLE, ONT.

Branch House
at the Bullseye
of the Dominion

Winnipeg

I manufacture a complete line of Fine and Staple Goods for the Wholesale and Retail Trade suitable for all parts of the Dominion.
P.S.---SPECIAL ATTENTION TO MAIL ORDERS.

A. E. Clearihue,
Manager.

Winnipeg Branch:
285 Market Street.

Stratford Woolen Mills

For Medium and Coarse Frieze
For Medium and Coarse Tweeds
We are right to the front.

We make a line of **Double and Twist Tweeds** which resemble Scotch makes very closely and give great wear, and are profitable goods for the dealer and satisfactory to the wearer.

Dufton & Sons.

RUG FRINGES

We manufacture Rug Fringes of pure wool and worsted yarns, well cleaned, and dyed in bright colors. Our prices are right. Write for samples.

A. R. Burrows & Co.
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Book-Keeping for Joint Stock Companies.

A text-book for the use of accountants, book-keepers, business men, and advanced accountancy students, by

DAVID HOSKINS, C.A.

Vice-president of the Institute of Chartered Accounts of Ontario.

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Water-proof Wrapping Papers For Winter Parcels.

In damp and stormy weather your safety in sending goods to customers is in wrapping them carefully in water-proof wrapping papers. Perhaps you do not realize how much this influences customers. It counts.

—Cloth-lined water-proof wrapping papers, 43 inches wide, in rolls of 200 yards, 7c. per yard.

—Water-proof wrapping papers, (not cloth lined) 43-inches wide, in 100-lb. rolls, per lb. 7c.

CANADA PAPER CO. Limited
TORONTO and MONTREAL.

Dominion Brand

Hosiery and Underwear

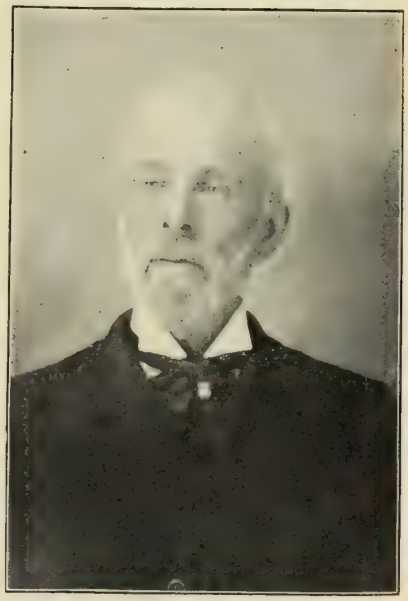
cannot be excelled for

DURABILITY, FIT and FINISH.



Ladies', Misses' and Children's

Fine Ribbed UNDERWEAR A Specialty



Our Motto is: Full Sizes and Perfectly Finished Goods.

Every Garment Overseamed.

A. BURRITT & CO.

DOMINION HOSE AND UNDERWEAR MILLS,

Mitchell, Ont.

Progress in Canadian Cotton Manufacturing.

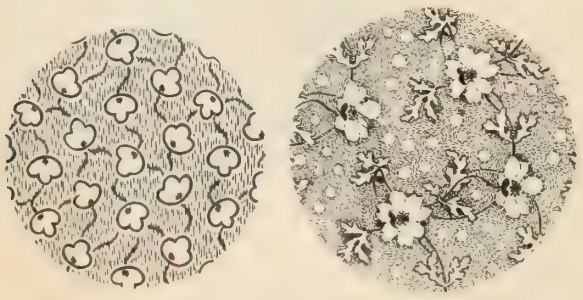
Written for THE DRY GOODS REVIEW by a specialist.



ONE of the features of the dry goods trade during the past few years has been the phenomenal progress shown in the manufacture of cotton fabrics. Not only are the cloths that have been on the market since days of yore being improved in manufacture, finish and art of design, but cottons are constantly encroaching upon the fields until recently monopolized by other more expensive fabrics, such as silk and wool. Recent inventions have widened the area in which cottons may be employed, their utility is being increased, and gradually they are being worked up from a low to a relatively high position in the fabric table.

The Canadian cotton companies have not been slow to appreciate their opportunity, and while they cannot and do not claim to be the originators of all the new processes that are being employed, nor the cause of the remarkable growth in the popularity of cottons, yet they can justly claim to be following the trend of events very closely, showing a commendable imitative and at times an originative enterprise, producing the latest finishes and the newest designs and colorings. In very truth they are not abusing the protection that is assisting them to work up an important industry in this young country, and, indeed, it is remarkable that they have educated a supply of skilled labor, and have equipped themselves to meet every emergency within such a short time.

But, of course, they have not reached the height of their attainments yet. Canada has still to make considerable importations of cottons, particularly for manufacturing purposes. As yet our cotton companies have not been able to devote that attention to supplies for our shirt manufacturing industry, for instance, that it deserves, and as a result there are shirt manufacturers who keep their machines employed most of the time upon American cottons. But with the growth of the industry we look for the removal of this grievance. It



Next Fall's Novelty Designs.

is not that our cotton companies cannot or will not make the required goods, but they have not yet found the trade remunerative enough to cater to it, and the manufacturers have to go to the cotton companies for many of their novelties, whereas the American cotton mills come to them. But this grievance, if grievance it be, will right itself as our cotton mills continue to expand and our manufacturing industries grow more important and more exacting. We feel certain, in fact, we know, that a hand will be stretched out to grasp this trade—and that very soon.

Meanwhile the other cotton wants of the Canadian people are being supplied to full satisfaction.

PRINTS.

It is with a feeling of pride that we recall the fact that 12 years ago printed cottons of Canadian manufacture were placed on the market for the first time. The two splendid and well-equipped plants of which we have to write make it difficult for us to believe that the print trade here is of so recent a growth. We refer to the Magog Print Works and the Colonial Bleaching and Printing Co.'s new works at St. Henri.



A late Parisian design being brought out in next Fall's Canadian Flannelettes.

Magog prints are now well established and favorably known by every dry goods dealer throughout the Dominion. The works were established by the late Mr. Hobbs, and were afterwards sold to the Dominion Cotton Mills Co. in the Spring of 1889. Since that date their progress has been rapid, and their turnover to-day is ten times what it was their first year.

The Colonial Bleaching and Printing Co. was established in 1900, and we hear from them that they are well employed,

"SOMETHING NEW UNDER THE SUN."

2,000 Patterns of

Lace Curtains

AND

Drapery Nets

DESIGNED EXPRESSLY FOR THE

CANADIAN TRADE

BY

The Anglo-Scotian Mills, Limited

BEESTON, NOTTS, ENGLAND

Manufacturers also of SHAWLS AND HOSIERY.

Representative: J. H. PARKHILL,
207 McKinnon Bldg., Toronto.

Crompton Corsets

to H. C. Mackean Co.
JAN 11 1902
28-4/43

NEW STRAIGHT-FRONT, BIAS CUT AND GORED STYLES.

Dainty Girdle Models
Chic French Effects
Extremely Short Designs
Extremely Long Designs
Medium Length Designs
For Stout Figures
For Slight Figures
To Suit all Forms

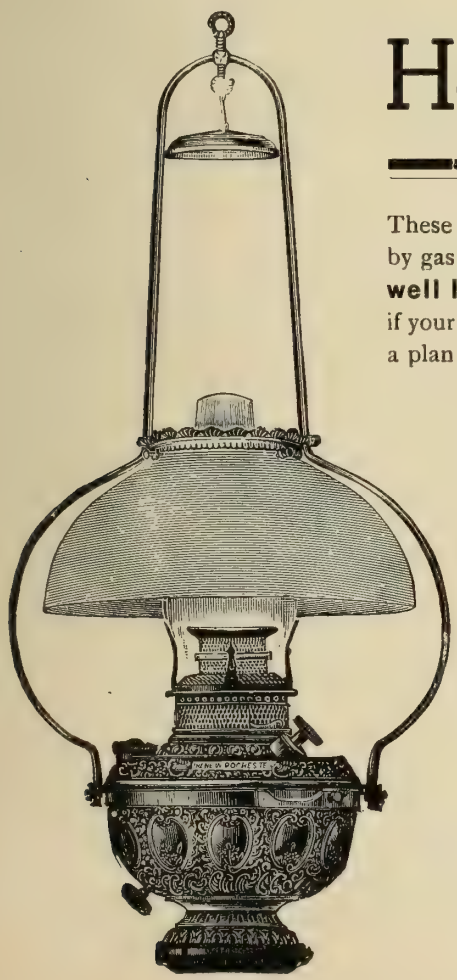


"CADET"

Our original designs are also constantly manufactured to satisfy the still wide demand; also our famous Hygeian Waists for Ladies, Misses and Children; Nursing Corsets, etc.

Up-to-date dealers write us for Quotations or inquire of our travellers.

THE CROMPTON CORSET COMPANY, Limited,
78 York Street, TORONTO.



How is your store lighted?

These are short days and a lot of shopping has to be done by gas or lamp light. **Customers are attracted by a well lighted store,** and you are practising poor economy if your place of business is dark and gloomy. Let us suggest a plan to help you out.

We are Canadian agents for the famous **Cosmopolitan Gas Lamps and Mantles,** the best mantles made for Incandescent Gas Lighting. **Pure, brilliant, white light guaranteed.**

We are also sole agents for the celebrated **Rochester Lamps,** the best possible light with oil. These lamps range from 80 to 500 candle-power and are the very best for illuminating stores and other public buildings, and use in the home.



A complete line of these goods always in stock.

No delays in getting what you want.
Estimates or further particulars cheerfully furnished.

THE ROCHESTER LAMP CO., of Canada

24 Front St. West, TORONTO

and that their goods are meeting with the approval of the trade generally.

The country may well be proud of the two above-mentioned concerns, which owe much of their success to a spirit of enterprise and careful attention to the changes in styles and finishes. Both send representatives to Europe every year to keep in touch with what is doing in outside markets, and to select the newest and most fashionable Parisian designs.

PRINT DESIGNS FOR 1902.

The prevailing styles for the Spring of 1902 will be scroll effects and for the better grades of cloth floral chine patterns. The market also promises well for mercerized sateens in navy and white, marine and white, and royal purple and white, which are being shown in very elaborate effects.

The Schriner finish is one that has enhanced the sale of cotton goods very materially. This is a process of calendering, and consists in passing the cloth over hot steel rollers,



A late Parisian design to appear in next Fall's Canadian Flannelettes.

engraved with very fine lines, running from 160 to 350 to the inch. These give the cloth a particularly silvery and handsome face, and is most effective in the finer materials, such as sateens, fine cambrics, and batiste cloths.

In fancy cloths, the market calls for muslin in different grades. These are to be seen in very handsome floral styles, with a mercerized or satin stripe. Dimity, or fine-corded muslin, is very much in vogue and a profusion of very effective patterns is shown, admirably suited to midsummer blouses and complete dresses.

All the above-mentioned materials are among the manufactures of our Canadian works.

COLORED COTTONS.

Changes in colored cottons are also noticeable. The tendency is towards a fancy artistic effect. The jacquard and lapped work are the two principal devices that are being employed by the Canadian Colored Cotton Co. to produce the desired effect. They come particularly in ginghams and they have been largely instrumental in bringing about the great popularity of dress and apron ginghams during the past few seasons. Altogether, the Canadian ginghams and zephyrs are quite the equal of the imported article. Here also mercerized effects have been introduced in checks and stripes and broche effects by the use of the mercerized yarn. The fancy cotton dress fabrics turned out by this firm are well deserving the attention of all country retailers.

Flannelette—The art of making this cloth has been brought to perfection by this same company through the installation in their mills of the latest and most approved machinery, which gives a raised or velvet pile to the cloth so that it is hard to distinguish it from an all-wool material. These flannellettes are brought out in an endless variety of patterns —stripes, checks and plain colorings. Just now opera tints are the leaders.

In the heavier staples, cottonades, denims and tickings are quite equal to those manufactured in the United States.

LININGS.

Not the least important department in a wholesale or retail dry goods establishment is that devoted to linings, and it is highly important that it should be kept up to date. If it is thoroughly well stocked with popular lines, it will be found to be a great aid to the dress goods department.

There has been a great change in the class of fabrics used for dress linings during the past five years, such cloths as kid cambrics, permanent linings, silesias, etc., having been superseded by percalines, satinettes, surahs, nearsilks, lustrals, spun-glass taffetas, etc. All are made of cotton, varying in texture and weaves, and presenting a variety of colors which makes it possible for the buyer to match the most difficult shades, in contrast to former days, when the selection was limited to a few general colors. Even silk, which has held sway for some time as a skirt lining for the better grade of goods, has given place largely to mercerized, embossed and highly calendered goods which give the necessary rustle, and are finished so much like silk that the difference is hardly apparent.

Percaline very much resembles a finely watered silk, and is a serviceable material, appearing in all the popular colors.

Lustral is a mercerized fabric, having all the appearance of a fine satin, and a permanent finish.

Linenette is another favorite, being a well calendered plain cloth, which, for ordinary wear, is perhaps the most popular of the three lines mentioned.

THE NATURE OF FINISH.

Finish is to-day the principal thing to be considered in the manufacture of cottons, and the manufacturer who does not follow the whims of Dame Fashion in this particular will find that his sales and his profits will diminish in consequence. To such a state of perfection has the inventive mind of man brought the formerly simple question of the finish of cotton fabrics that they have become the rival of silk and other fine materials.

We have in Canada a very large manufactory—the Valleyfield mill—which gives its attention wholly to the manufacture of linings and piece dyed goods. The success of the work has been very marked, and is largely owing to the fact that the management have paid great attention to the finishing of their goods, and so have been able to keep apace with outside competition. The constant addition of the newest machinery has been necessary, but the expenditure has been amply repaid, and has been largely responsible, no doubt, for the fact that at the Paris Exhibition several medals fell to the share of this enterprising company. This is a great encouragement to our industries, and a good excuse for us to say, "Well done, Canada!"

Knox, Morgan & Co.

WHOLESALE DRY GOODS

HAMILTON, ONT.

SPRING 1902

We have pleasure in announcing that our arrangements for the Trade this season are very complete.

Purchases of British, Foreign and Domestic Goods are more varied and attractive than ever before, and selecting from our samples for Spring 1902 will be an easy task for buyers.

PRINTS, ORGANDIES and WASH FABRIC sales are already 50 per cent. ahead of last year. We know the Cloths are right, and the Styles and Colorings tempt every tasty buyer.

In BLOUSES, WRAPPERS and LADIES' WHITEWEAR we have been successful in getting together a choice selection of attractive styles at popular prices.

Our HOSIERY and HABERDASHERY DEPARTMENT is admitted to be one of the most complete in Ontario

THE DEPARTMENT FOR MEN'S WEAR has been cleaned up, and will be restocked with entirely new goods. See our lines of Collars, Braces, Ties, Sweaters, Shirts, Pants and Overalls before placing your order.

STAPLES are equal to any in style and value

Shipping and Letter Orders receive personal supervision.

Spring Dress Trimmings.

SPRING fashions indicate an abundant use of lace. Manufacturers and wholesalers have made adequate preparations for a heavy season and, while retailers have carefully avoided making any plunges, lace houses declare that their Spring sales of laces have been record-breaking. Lace in the widest sense of the term is to be the leading dress trimming for Spring.

The trend of fabric fashions demands the use of lace. Materials will be plain; there will be few fancies worn. The place of figures and other embellishments, without



Fig. 1.

which a lady's dress is incomplete, will be taken by all sorts of lace, edgings, insertions, all-overs and appliques. Appliques in particular are shown in many different forms and makes, and the variety of needlework that appears in their make-up, such as embroidery, lacing, piping and soutache work, together with the weaving in of all sorts of fancy braids and cords, is enough to remove them from the lace class altogether. Many are even founded on chiffon, nets, or mousseline de soie. But they are all clubbed together, and put together under the heading of lace trimmings, inasmuch as they are made in the lace centres—Plauen, Calais, Nottingham, Lyons and St. Gall.

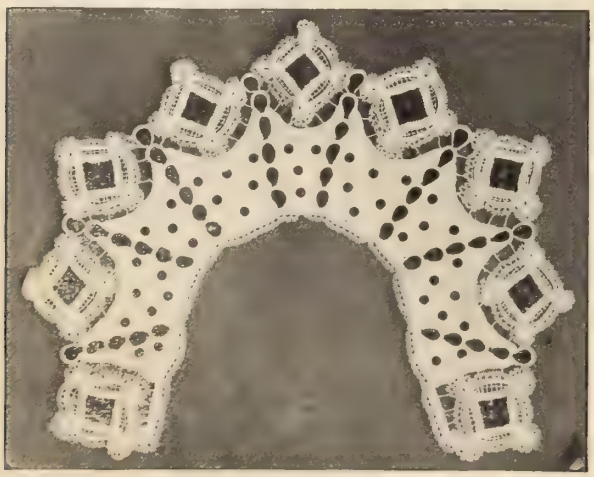


Fig. 2.

For early Spring wear at least there is a decided favor shown for the heavier makes of applique laces, in which pipings, cordings and heavy Plauen laces appear, but while their use will run on into the summer there is expected some slight reversion to lighter goods for the warmer weather. Values run from a very low to a very high level. There has been a very heavy call for valenciennes and other staples for the ordinary trade, but greater stress is also to be laid on the better grade of goods in the art laces. Escurials are very favorably mentioned. High-class applique scroll effects in galloons are also to be good property. Some very fine effects are being shown in the more expensive goods, representations being given even of flowers coming from a vase, the vase standing out quite prominently. Collars will be prime favorites in the lace realm. These productions enjoyed a season of popularity last Fall, but their end is not yet, by any means. In fact, the Spring sale will exceed the Fall. Their forms are legion and do not admit of description. The high-priced productions are beautiful in the extreme. It would seem that there will scarcely be as many of the lapel shape shown as last year, the tendency being toward a straight drop



Fig. 3.

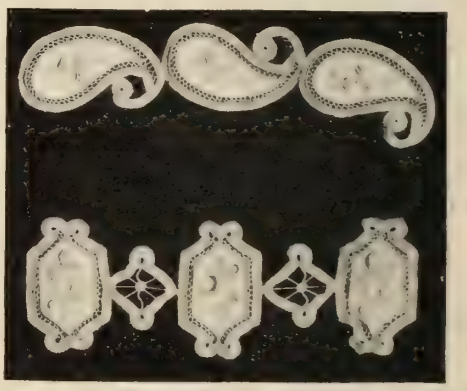


Fig. 4.



Fig. 5.

RETURNED
JAN. 20, 1902
24/51



These represent a few of our leading styles in

Tailor-Made Suits Skirts, Blouses and Waterproof Coats.

THE CONSOLIDATED CLOAK CO. LIMITED

18-20 Front Street East, TORONTO.

around the collar. The favoritism being shown for the linen shades is quite strong in laces and trimmings. The newest color is the Paris shade, which predominates in the latest creations. Black and white are both very strong individually and in combinations. There is also a good deal of narrow black velvet ribbon used in the make-up of the trimmings, mostly with the linen shades. White and linen make another striking combination, and it is frequently employed. But colors are not entirely avoided, as there are pinks and greens shown to a slight extent. One of the newest Calais creations gives a medallion effect, finely embroidered on chiffon, making a highly artistic lace applique.



Fig. 6.

Many laces are shown leaving loops through which ribbons are to be pulled by the wearer who may thus harmonize the trimming to the color of the dress. Some very nice galloons have been imported of this description, made expressly for the trimming of the neck, collar and cuffs.

No surer indication of the predominance of lace in the Spring styles is available than by a glance at Spring dress goods. Not only are the prints "lacey" in their design, but lace-inserted piece goods are sold in short lengths. Whole costumes will be made of these goods, or skirts or blouses. Why, some skirts are being made of lace and ribbon! But most of this fine stuff will be employed as an all-over for the fronts of blouses, and the creations for this purpose are legion.



Fig. 7.

One of the finest is a silk and linen batiste, lace inserted and embroidered.

To illustrate to our readers the beauty of some of the latest trimmings produced for Spring, we present illustrations of several of the newest continental creations. Our samples are in advance of the goods.

Fig 1 is a maltese collar for the ordinary trade, shown in many catchy effects. Fig. 2, a better collar, the ground of white taffeta silk, on which black velvet spots are applied. The edges are of fancy frilled-edged Battenburg braid, of butter color, and soutache embroidery. Narrow velvet ribbon is introduced.

Fig 3.—Silk applique trimming, made of silk Battenburg braid, same as material employed in collar of Fig. 2.

Fig. 4.—Silk applique trimmings, the ground of white taffeta embroidered with silk in Paris shade. The edge is a silk-frilled edge, Battenburg braid attached by lacing in between piping.

Fig. 5.—Another applique trimming. Ground of white taffeta with silk Battenburg braid of Paris shade eyelets applied.

Fig. 6.—Silk trimming, made of the new Battenburg braid, interlacing and very heavy soutache needlework.

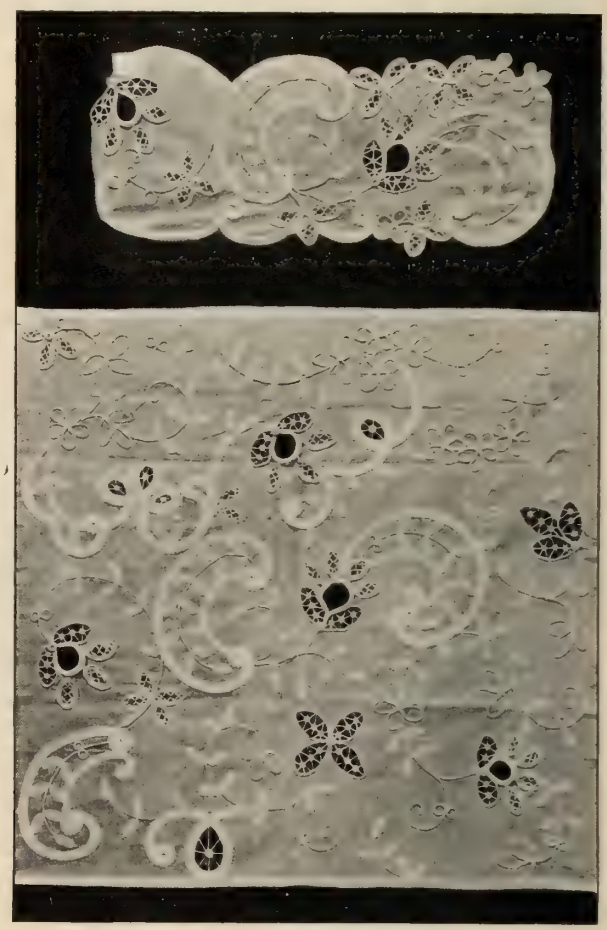


Fig. 8.

Fig. 7.—These new high-class novelties are made of net and chiffon foundations, embroidered with silk cord. The edging in the applique is made of tinsel and silk braid intermixed with heavy soutache applique.

Fig. 8.—A beautiful all-over and trimming to match. The groundwork is mousseline de soie, trimmed with the frilled-edged Battenburg braid, soutache applique and embroidered silk cord.

These goods range in price from $1.60 to $8.40 a yard and are some of the highest class novelties we have seen. Our illustrations are produced by courtesy of Kyle, Cheesbrough & Co., Montreal.

WASH DRESSES.

This popular Summer dress has come to stay, and, like the ever-popular waist, Boulter & Stewart are showing a beautiful assortment in cambric, crash, linen, white lawn and organdies, comprising some hundred styles at prices from $18 a dozen to $120. They are to the front in newest designs.

NISBET & AULD

TAILORS' TRIMMINGS

SILK LININGS

FINE LINENS

MEN'S WOOLLENS

LADIES' FABRICS AND NOVELTIES



32-34 Wellington St. W., TORONTO.

WOOLLENS

MEN'S

For Spring 1902 we make bold to say our assortment of Men's Woollen Fabrics is the most extensive and complete in the Dominion ; covering, as near as may be, every cloth of approved merit asked for and used by the Canadian consumer. Two lines calling for particular attention are "Devonia" Serges and "Oxford" Tweeds. Both are controlled by us, and are now so thoroughly established that no special comment is necessary.

WOMEN'S

We are proud of our position in the Dress Goods trade of Canada, our fabrics differing from the general Dry Goods assortment, yet particularly suited to Canadian requirements in both style and quality. We have the best that can be produced in Canada, Britain, France, Germany and Italy, and many of the lines are manufactured for us and cannot be had elsewhere. We are constantly in receipt of seasonable novelties.

NISBET

32=34 Wellington St. W.,

TRIMMINGS

TAILORS'

Our range and values leave nothing to be desired, and no merchant tailor can afford to place his order without first inspecting our samples. We note specially four lines of Wool Italians in our travellers' hands for Spring, viz. "Special," "Extra Special," "Humbert Special," "Humbert Super." These are all permanent finish, and were the picked values from five of the largest makers in England. The prices are popular, and the qualities the best we have ever shown.

Tailoring Silk and Taffeta Lining we show in every desirable weave, and in all qualities.

LINENS

DOMESTIC

This is a new departure which we purpose making a success. Our initial orders for Christmas and Spring trade have been exceptionally good, and indicate a good opening for high-class Linens. We are showing the complete range of Erskine, Beveridge & Co., Dunfermline, Scotland, who are noted for their special excellence in damask goods. In bleached single and double damask cloth with napkins to match our assortment is very extensive, and comprises very handsome table border designs in qualities ranging to $12.00 per cloth.

& AULD

TORONTO


DEVONIA SERGES
DEVONIA.
DEVONIA SERGES
· PURE INDIGO ·
AN IMPERISHABLE COLOR
WE GIVE
A TWO YEARS GUARANTEE
HAMLYN BROS. LTD
MANUFACTURERS
BUCKFASTLEIGH. ENGLAND
NISBET & AULD
SOLE AGENTS FOR CANADA. TORONTO.

The Penman Mfg. Co., Limited

Head Office at PARIS, ONTARIO, CANADA.

Mills at PARIS, ONT.
THOROLD, ONT,
PORT DOVER, ONT.
COATICOOK, QUE

——MANUFACTURERS OF ALL KINDS OF——

Knit Underwear, Ladies' Seamless Hose, Men's Seamless Half-Hose, Sweaters, Top Shirts and Novelties.

Mill No. 1 makes Seamless Hose and Half Hose only, in many qualities, in Wool, Cotton and Mixtures. SPECIALTY: Fine Cashmere Hose and Half-Hose, all sizes in the fashionable shades. Unshrinkable Hose and Half-Hose made from Pure Wool. No amount of washing will shrink these goods. They remain soft and comfortable and the full size.

Mills Nos. 2 and 3 make Flat-Knit Underwear for Men, Ladies, Misses and Children, Combination Suits, Sweaters, Night Robes, etc. All sizes, and many qualities. SPECIAL LINES: Fine Natural Wool and Fine Balbriggan Underwear.

Mill No. 4 makes All-Wool Shirts and Drawers, for Men only, in all the regular sizes, in a large range of styles and patterns. SPECIAL LINE: **HEAVY SCOTCH KNIT ALL-WOOL UNDERWEAR.**

Mill No. 5 makes **FLEECED-LINED UNDERWEAR ONLY,** in a very large range of styles and patterns, in all the regular sizes.

Mill No. 6 makes a specialty of **TOP SHIRTS** for Men and Boys. Many qualities and patterns. Also Gaiters and other novelties.

NOTE: Each of our Mills devoted to a particular branch of KNIT UNDERWEAR. The WHOLE TIME of our experts given to their own particular work. RESULT: Perfect KNITTING, FINISH and STYLE. Write our agents for samples and prices.

OUR GOODS ARE LEADERS.

Our Sole Representatives: D. Morrice, Sons & Co., MONTREAL, QUE. TORONTO, ONT.

ROSAMOND WOOLEN CO.

Almonte, Canada

Manufacturers of [redacted] Established 1857

Woolen and Worsted Goods

Including Fine Suitings and Trouserings, Serges and Whipcords, Beavers, Meltons and Overcoatings.

All our blue and black piece dyed goods are fast colors and stamped "Indigo Dyed" every two yards.

The productions of this company have a reputation for reliability which it is our constant endeavor to maintain, and it will pay the retail merchant to ask his supply house for

"Rosamond" Goods

We make to order and sell to the wholesale trade only.

We use no cotton whatever.

REG° TRADE MARK
Cravenette
PROOFED
—BY—
CRAVENETTE
Co LTD

Cravenette

Cloth

is asked for by every Lady and Gentleman ordering High-Class Waterproof Garments. The Ladies who want the best material for a Rainy-Day Skirt will have no other.



Can you supply your customers with this cloth? Nothing can take the place of it in regard to appearance and quality.



SEND YOUR SPRING ORDER IN GOOD TIME. DON'T WAIT.

S. Greenshields, Son & Co.

Sole Selling Agents for Canada.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

THE SUPPLY OF FLAGS.

THE demand for all sorts of flags for decorative purposes has been a growing one in Canada, and no doubt also throughout the rest of the Empire, for the past year or so; and 1902, the year of coronation, is likely to be another good year for this trade, perhaps better than ever. What with Victoria Day, Dominion Day, the King's Birthday, the new Australian Day and others, there will be a good many occasions to use them. The handsome colored catalogue and price list sent out by Brown, Graham & Co., Glasgow, Scotland, is a splendid one to choose from. All the standards, ensigns and flags of the nations of the Empire, as well as of foreign nations, are included in it. Besides these many fancy picture flags for decorations are shown, three of them being Canadian. Red, white and blue festooning, tassel festooning, and other varieties, besides pennants in assorted colors, special coronation souvenir handkerchiefs with colored designs, etc., go to make up a most complete assortment of everything in this line that could be desired.

CREATIONS IN COSTUMES FROM NEW YORK HORSE SHOW.

The great New York horse show is over, and Boulter & Stewart are now prepared to show their customers all the latest designs in costumes and walking skirts as worn in New York. Their designer, having returned after this great dress event of the year, has produced many swell styles which were given prominence during the show, and it will pay to call and see these newest creations of Spring.

ENGLISH FANCY GOODS.

The house of Henry Marlowe & Co., 90 Watling street, London, Eng., well known as one of the leading houses in that city for high-class fancy goods, are offering this year a very extensive and beautiful range of fancy cushions, head rests, cushion cases, squares, tea cosies, table centres, fancy table-covers, etc., a fuller list of which will be found in their advertisement on another page. Our London representative had the pleasure of looking over the stock, and to houses looking for attractive goods at the right price he can recommend Messrs. Marlowe & Co.

F. & W. E. WHITE

THIS firm is one of the oldest in the English hosiery centres. Great though the changes have been during the last century, Messrs. F. & W. E. White have always made a point of being to the front, taking care to eliminate all old-fashioned machinery, and to keep abreast of the times in value, quality and style. This has been the secret of their success, and the business they are now doing in their celebrated "Griffin" brand underwear and "Pes-Duplex" hosiery (for advertisement of which see page 115) fully justifies their policy. When Messrs. F. & W. E. White first introduced the "Griffin" brand unshrinkable underwear, people were sceptical as to its non-shrinkable properties, but now the public faith in this brand is practically evinced by the enormous number of repeat orders and letters of satisfaction that they are receiving from all over the world.

Messrs. F. & W. E. White have made a careful study of the unshrinkable process, and only use materials which are absolutely harmless to wearer or garment; and all goods which have their trade mark, "Griffin," are guaranteed, and will be exchanged free if found to shrink in the wash. It may be mentioned that these goods retain their porousness, thus fitting them for wear in the hottest as well as the coldest climates.

Messrs. F. & W. E. White also make the celebrated "Pes-Duplex" and "Vira" hosiery for ladies and children. The yarns from which these brands are made are specially selected for Messrs. F. & W. E. White, and for comfort and wear it would be impossible to find anything on the market to beat them.

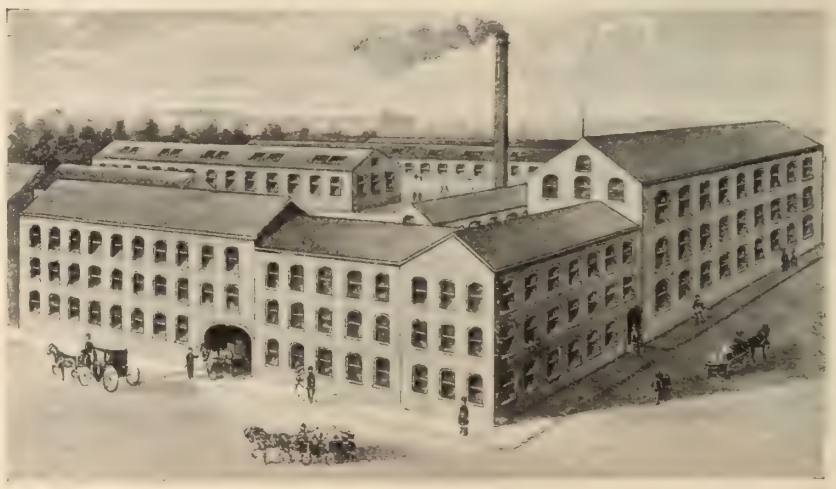
DEFENCE OF ENGLISH PRINT MANUFACTURERS.

The Manchester correspondent of The Drapers' Record says: "Reverting to Mr P. H. Burton's letter, I had an interview recently with one of our leading calico printing firms, who assured me that they could supply him from stock with printed muslins, organdies, dimities, flannelettes, or delaines in suitable styles for the Canadian market. They say the letter is hardly a fair criticism, and that the writer has not been in touch with the right houses. With reference to small orders, say, for a few pieces, he could always get his requirements filled by the wholesale merchants who in this country engage their own patterns and carry stock. This system relieves the manufacturer from the risk of warehousing as is usually the custom on the Continent, thereby enabling him to fix his prices at a lower level."

NOVELTIES IN BELTS.

Miss Hill, the manager of the fabric belt and hose supporter department of Phillips & Wrinch, has just returned from New York, where she spent some weeks getting new ideas for the firm. One of these, which will likely prove successful, is the new tucked belt, which is the leading seller in its line, though folded beltings are also in good demand. Another new one is the "Brittany" with a wide buckle, different from anything shown heretofore. The "Rosette" belt is a pretty affair, with a metal buckle in the form of a rosette, different colored stones being inserted. The "Snaffle" belt is a clever novelty. The buckle of this is fashioned after a horse's bit.

Good value may be had in a brooch, in gold plate, set with a white brilliant, to retail for 10c., regularly sold to retail at 25c. A collar button stand is shown, well made, with a glass top, plush-lined case inside, to hold one gross of collar buttons. A new hair ornament is the "Marquise," looking like a brooch, but entirely a new design. The "Newport Roll" comb for the back of the head is in celluloid, imitation shell, and is selling rapidly. Side combs are in good assortment, both imported and their own make. The "Anchor" is the best pad hose-supporter. It does not pull the studs from the corsets.



Factory Buildings at Loughborough for Making Hosiery.

SPRING 1902.

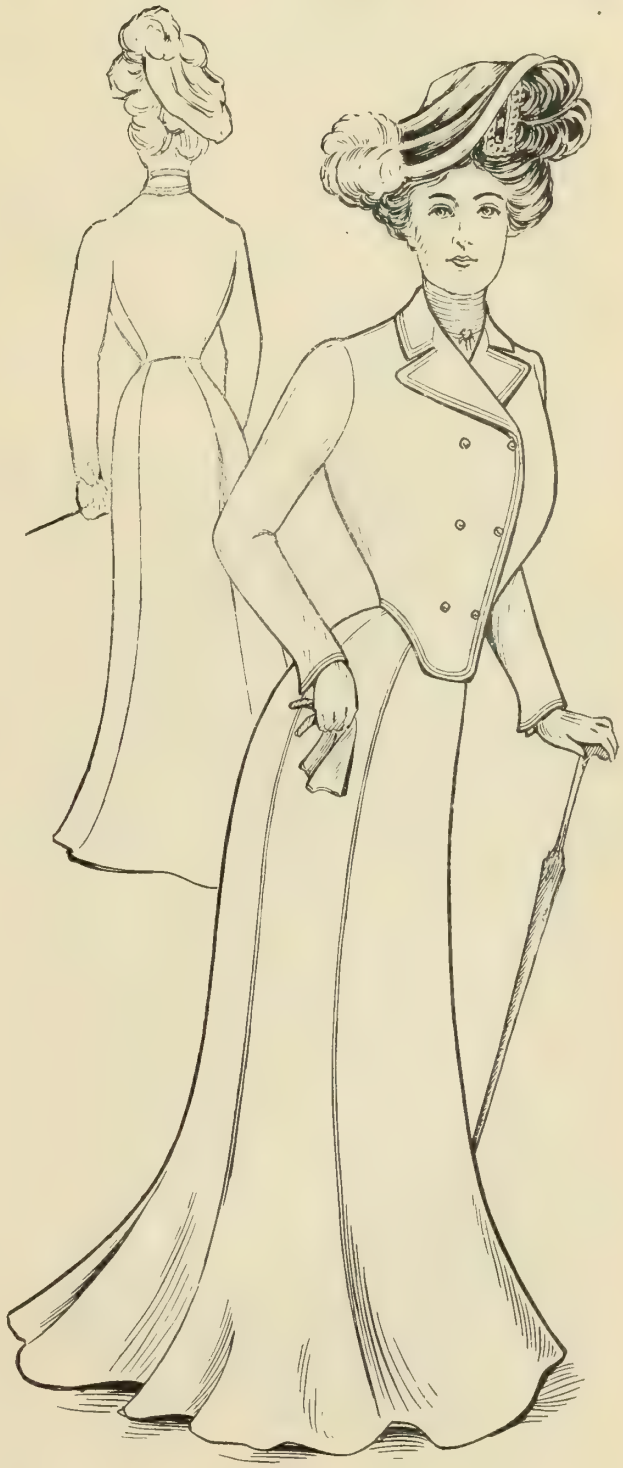
We beg to call the attention of the trade throughout Canada to our new Spring lines of

Ladies' and Misses' Costume Jackets and Separate Skirts for Spring 1902.

We can truthfully say that never before has there been such a STYLISH and UP-TO-DATE ASSORTMENT shown by any manufacturer in Canada. We guarantee our goods to give entire satisfaction as to Fit, Workmanship, Style and Durability.

Ladies' Jackets
Children's Reefers
Blouses
Skirts and Underskirts.

Write us for prices before placing your Spring order.



NO. 1250.
We recommend the above all-wool, lined throughout costume as our leader. Shades—Grey, Oxford and Black. Price, $5.50, 6 per cent. 10 days, 5 per cent. 30 days.

IMPERIAL CLOAK CO.

1924 Notre Dame Street, - - - MONTREAL.

WRAPPERS.

THE different wholesale houses report having already done a very satisfactory trade in Spring wrappers. Some are content to push cheap stuff and there are manufacturers who tell us they have been compelled to resort to ways and means of turning out a $6 a dozen wrapper. Be assured, retailer, that if you pay $6 for a wrapper you are going to get a $6 wrapper. Think you a lady is going to get satisfaction out of such a garment? Think you she will get something that will wear, something that will lead her to come back to your establishment for a serviceable garment? No sane man can reason thus.

There is one dependable policy for a future-depending merchant, and that is to keep his stock made up of as high-class goods as is consistent with his class of customers. We



A Spring Design of The Canadian Wrapper Co.

are glad to see that our most successful merchants are following this policy and are buying nothing below $13 or $14 per dozen, made up in a stylish manner. Style is becoming more and more important in a wrapper, and this fact must enhance their cost. Our accompanying illustration shows one of the newest wrappers for Spring.

The leading materials being employed are prints, Alpine lawn, dimities, llama cloth and corded muslin. Some of the patterns are very nobby and make up into striking effects.

The leading points about the styles are the use of the flounces on the skirt, making the bottom four yards wide. On the shoulders there is considerable trimming employed, not only of the fabric in frills and capes, but also of braids and insertion lace so much in vogue. Such goods as these work up a lasting wrapper business.

HAVE APPOINTED CANADIAN AGENTS.

Richardson, Tee, Rycroft & Co., of Manchester, with large works at Barnsley, Yorkshire, are making a strong bid for Canadian trade. They have appointed Kelly Bros., of Montreal, as their representatives. The preferential tariff has proved very helpful to them in pushing their manufactures among Canadian buyers. The productions of the firm are varied, including linen, cotton and down quilts—for which they have a great reputation; linen household goods, sheetings, pillow linen, damask table linen, towels and ticks are among their productions. Cotton goods, including sheetings, calicoes, prints, linings, etc.; also oxfords and flannelettes are strong departments of the firm; velveteens, flannels, blankets, and woollen shirtings all receive marked attention. Among the specialties may be mentioned "Sanavita," an all-wool flannel of beautiful finish and shown in a wide range of delicate designs, as also in plain shades. It is eminently suitable for ladies' shirts and blouses, and also for pyjamas, gentlemen's shirts, ladies' and children's underwear, etc. Another specialty is "Leonese," which is a mixture of wool and Egyptian cotton, and is also shown in a great number of beautiful designs and colorings. It is offered at a very moderate price and is a marvellously cheap production for its quality and effectiveness. The firm are the proprietors of the well-known "Beatrice" velveteens and corded velvets. These latter are having a very strong run in the United States and it is confidently expected that Canada also will prove a big market for corded velvets this coming season. The firm's new warehouse on Portland street is making rapid progress towards completion, and Canadian buyers visiting Manchester next Spring will find the firm back on their old side but in their new premises. It will be remembered that their former warehouse was burned down some months ago, and in the meantime the firm are in temporary premises in Back Piccadilly, but expect to be in their new warehouse at 3 Portland street shortly.

SETTLED IN THEIR NEW FACTORY.

The Gault Brothers Co., Limited, are now settled in their new factory and are busy getting the different systems into smooth running order. THE DRY GOODS REVIEW had the pleasure of an inspecting trip through the premises, and, to tell the truth, we were somewhat surprised at the magnitude of the place. Not only is the floor space large and capable of accommodating a wonderful business, but the machinery and the fittings throughout are the best money could buy. The factory is well lighted on all sides, and, when natural light fails, there will be plenty of electric bulbs to keep the machines going.

In the shirt operating room there is space for 300 machines, only two-thirds of which are as yet set up. The neckwear department covers as great an area on the flat above which is a fitting testimonial to the popularity of Mr. Dowker's neckwear creations. Work tables, machine tables and cutting boards are all of the most approved fashion and the general facilities for turning out goods in a healthy building are not excelled on the continent.

Mr. C. E. Howard, manager of the men's furnishing department, of Gault Brothers, Limited, has left for his home in England. He is bent not on pleasure merely, but will also make his purchases for the Fall business of 1902.

In a class by Themselves.

Our **Monarch** Gloves and

Chester Suspenders

Our Line for Spring 1902 is all "newness," and then,==our prices!

JAMES HALL & CO.
Ontario Glove Works
BROCKVILLE

Waists

Silk, Cotton, Flannel, Albatross and Cashmere.



THE dawning of the new year will see the entire manufacturing trade bombarding the retailer with "all the latest" New York, Parisian, etc., styles. One cannot fail to notice that the epithet "Canadian" is invariably omitted by all makers when the advertising of this department is on, yet the waists are designed within our own confines by our own designers, and should, in the general acceptation of the term, be styled Canadian, as they are most assuredly of home manufacture. Still, that is neither here nor there. The point is, what are they showing?

COTTON WAISTS.

Sheer goods will without a doubt be strong leaders in waists this coming season, regardless of materials. Naturally, the Swiss muslins will be prime factors in orders. Ponginettes, batistes, muslins, organdies, soyeuses, and kindred cloths will form the vanguard. These will oftentimes, very often, indeed, be embroidered elaborately. Machine work will be prominent on the lower class of goods, muslin insertions replacing the chiffle of last year for trimming.



A Spring Creation of The Imperial Cloak Co.

White goods will still hold their premier position, closely followed by self colors, in all shades, the latter being subjected to the same needlework and embroidery effects as the white. But they will demand more money and be in the better class of waists.

EFFECTS ARE VARIOUS.

Open backs are good property up to a certain size, say 38. Few will be sold above that; the portly trade will still continue to run on the open fronts. The sleeves will be practically the same as last season. The cuff must be the large tight band, though this is a cuff disliked by manufacturer and retailer alike. But the demand has created it, and it will hold for a time at least. Backs have a tendency to plainness as in the past, the desired effect being a contrast to the pouch front.

The one point about the Spring cotton waist that still seems in doubt is the collar. Some claim the stiff stock to be passe for wash waists. The starched collar will, however, be liked and favored by the manufacturer, as it was last season. But comfort is in greater demand than ever, and there is great talk of low necks.

LOW NECK AND SHORT SLEEVES.

It would certainly be well for the buyer to go lightly on the low neck and short sleeves at first. That there will be some bought and sold goes without saying, and, should we have another warm Summer as last year, the demand will be greatly increased for this class of waist. But the change is radical and its success among all classes rather doubtful.

THE GEISHA WAISTS.

There is a great deal in a reputation, and this is especially true of manufactured goods. The makers of the Geisha waists have the comfort and satisfaction of knowing that their success is the test of buyers' experience with these waists. A curious illustration of this was afforded not long ago in the Southern States. These waists sell there as well as all over the republic and in Canada. The Southern Trade Record, o Cincinnati, says: "Over a year ago we received inquiries in which we were asked to recommend the best and finest perfect-fitting ladies' waists and to state where same could be obtained. We fully realize the importance of the subject, and the confidence which would be reposed in our answer. We made careful and thorough investigation locally; also referred the matter to our representatives in all the principal cities, and found that the 'Geisha' waists, made by Messrs. Frankenthal Bros., 77-81 Wooster street, New York, were conceded to be the best. We made editorial commendation accordingly.

"Only recently we received many similar inquiries from other of our readers, and to verify the correctness of our former recommendation, we placed the matter in hands of other of our reporters and investigators who knew nothing of our former indorsement, and after the most exhaustive research they also have reported in favor of the 'Geisha' waists, made by Messrs. Frankenthal Bros., 77-81 Wooster street, New York, which proves conclusively that the 'Geisha' waist is doubly worthy of adoption and use, and also that the trained reporters of The Record never do anything by halves.

"Messrs. Frankenthal Bros. are well known for their business tact and enterprise, as well as sterling integrity, and their standing commercially is of the highest order. They owe the great success of their business to their prompt and careful attention to orders, courteous treatment to customers, and the perfect reliability of their product. By their honest endeavors to make nothing but the best, they have built up a reputation second to none in the country."

SILK AND WOOLLEN WAISTS.

Silk and woollen waists for Spring will soon be in the hands of the travellers. This year they will cover a wider range both in style, material and color than ever before, caused as much by the large number of manufacturers in the field as by the exigencies of fashion.

The principal feature in the way of materials is the disputed supremacy of taffeta silk. That it will be shown and worn a great deal goes without saying, but the tendency for something different and softer is growing. Peau de soie of medium price is spoken of as a strong favorite, while the cloth known as peau de soie, made in England, is also slated for a good sale. Merv is another weave that will be shown to

W. T. Benson & Co.

164 St. James Street
MONTREAL

IMPORTERS AND DEALERS IN

Foreign, North-West and Domestic Wool

DYESTUFFS, ANILINE COLORS, DYEWOOD EXTRACTS AND ALL CHEMICALS, COCOANUT OIL, PALM OIL, TALLOW, ROSIN AND ALL SOAP STOCK. . . .

The Brook Woolen Co.

LIMITED

RETURNED

Manufacturers of

Tweeds, Friezes, Flannels, Blankets, Dress Goods and Pants.



Simcoe, Ont.

RELIABLE SILK WAISTS

OUR TRAVELLERS ARE NOW OUT AND WILL CALL ON YOU. WAIT FOR THEM.

American Silk Waist Mfg. Co., Montreal

THIS IS OUR TRADE MARK



ATTACHED TO EVERY WAIST.

The New York Silk Waist Mfg. Co.

40 St. Antoine St.,
(NEW PREMISES)
MONTREAL

HIGH-GRADE WAIST-MAKERS

Our new factory will enable us to deliver all orders in 10 days.



116

Good quality taffeta; Buttoned on the back; applique collar and yoke. Very fine tucking on front, back, collar and sleeves. Very stylish.

$4.75 in black.
5.00 in colors.

PERFECT FIT, FINISH.



PERFECT STYLE, QUALITY.



816

Good quality taffeta; Tucked front and back; Latest collar, cuffs and sleeves, tailor-stitched and pearl buttons.

$3.25 in black.
3.50 in colors.

All our styles are Leaders

Here are two of them

some extent; the best cloths are made in France, but the English are improving. Louisines are shown by some manufacturers; others regard them as too soft and too thin for waists to be serviceable; but a certain number will demand them. But one thing is indisputable, plain cloths will be worn almost exclusively. A few fancy striped silks, particularly in black on white and white on black have been imported, but the range is extremely limited and any that are employed must yield to a dressmaking effect and have the appearance of machine work.

In woollens and silk and wool, albatross, cashmere, gloria and flannels are all spoken of. For outing wear, albatross flannel and flannels in light weights will be worn quite extensively. Gloria is a new glossy cloth. Sateens have not been asked for of late but it is expected that the button back will renew their popularity.

While the 1902 waist has much that reminds one of the 1901 there are several new features that differentiate it. The first and most important is the button back. This will be shown in all styles, with the option of the open front if desired. The yoke effect is another change, but as yet it is not strong. We have seen several lace insertions employed to give this yoke effect, while combinations of colors are employed in divers and ingenuous ways for the same purpose.



A Spring Silk Waist Design of The New York Silk Waist Manufacturing Co.

The leading trimming is still machine work. Tucking and hemstitching are still predominant, while several new ideas, such as fancy figure and hemstitching and hemstitched tucking have been introduced to produce new effects. The machine embellishments are beautiful and the manufacturers may feel certain that their new machinery will be busy throughout the season. Considerable embroidery will again be employed this year, particularly upon albatross in the same or contrasting colors. Narrow velvet ribbon is popular as a waist trimming as it is in all other garments. Pearl buttons from 2½ to 18 ligne are shown on nearly every waist and where they are absent crochet buttons take their place. Ruching is another fashionable waist trimming.

To tell of the multitude of sleeves, cuffs and collars that are to be found in the new range of samples would require volumes. One manufacturer alone is showing 25 different styles of collars and 12 sleeves. The latest thing in sleeves is the new French creation puffed above the elbow and drooping somewhat below it. But, although this will be popular in the better class of waists, it will not displace the bell puff. Of cuffs there are the flare, the band, the bell, the wide and the dress-sleeve cuff; designers simply say take your pick. In collars, there is a tendency towards softness, but to preserve the shape of the stand-up it must be somewhat stiff. There is no doubt that low-neck waists will be stronger than last season, but just how strong in silks is yet to be decided. Of colors, there will be a wide enough range of fashionables to suit every complexion. Sky blue is coming forward with more strength, while nile and reseda green will be good. Then old rose, pink, golden brown, corn color and royal will be worn a great deal. Red is regarded as a staple, while white and black are on an even footing for first place. The predominance of combinations of colors is quite striking.

WAIST NOTES.

The American Silk Waist Manufacturing Co., Montreal, have completed their Spring range of samples, and they are certainly a credit to the firm, both in design and execution. The travellers will start out with 192 samples of waists and skirts. Having an increased staff of designers, a larger plant and 300 skilled operators that are now well trained, they are able to produce their goods at least 20 per cent. less than last year. With all their advantages The American Silk Wast Manufacturing Co. begin the new year with a great deal of enthusiasm.

Stewart, Allan & Le Maistre are showing one of the finest ranges of cotton waists for Spring that we have seen, goods that are ultra-fashionable, and will appeal strongly to the best trade. The Swiss embroidered blouse fronts have just come in, and upon these special stress will be laid, as the effects are beautiful in the extreme; it would seem that it takes the Swiss longer to produce these highly artistic embroideries than the staples, and so the "last taste of sweets comes sweetest last." These goods will be made up in the very latest designs. Similarly their cashmere and silk creations are worthy of a close inspection.

The Manhattan Silk Waist Co., Montreal, are now in their new quarters on St. James, where they have taken quite a large factory, giving them ample room to fill all orders with efficiency and promptitude. Their capacity is now over 100 machines, and their facilities for turning out large quantities of goods are such as they have not had hitherto. All orders taken from now out can be filled very promptly. Their advertisement in this issue shows a few of their styles, which speak for themselves of the character and workmanship of Manhattan waists.

By the time this number of THE REVIEW reaches its readers, The New York Silk Waist Manufacturing Co., Montreal, will be occupying their new premises at 40 St. Antoine street, which they claim to be the most perfectly-equipped factory in Canada. The change has been forced upon them by inability to fill orders promptly, and they hope there will be no more trouble on that score. Sufficient machines have been added to fill the largest order in 10 to 15 days. A designer and a pattern-maker have lately joined the staff, and new styles and correct materials are assured. The waists themselves will be of the highest standard of fit, finish and workmanship. The trade will always be welcome to call and inspect the premises and goods.

Mr. Silver, who has been introducing "Rooster" brand clothing into the Northwest Territories and Manitoba, has returned to Montreal after a highly successful trip. Mr. Wilkins regards his latest venture as a gigantic success and hereafter he promises that Mr. Silver will call upon the Western trade twice a year. He will send out salable stuff manufactured in the unexcelled way in which "Rooster" brand goods are manufactured. This year the travellers have done well in all parts of the country and there are now four times as many orders on the books as ever before.

Our Specialties

Dress Goods. Silks. Henriettas.

For many years we have successfully devoted our attention to specializing in the above lines, and in the future development of our business no effort will be spared by us to utilize the knowledge gained from past experience in providing for each season's trade the latest and most fashionable productions of Foreign, British and Domestic manufacture.

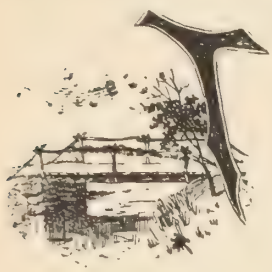
Our purchases for Spring are now coming to hand and we hope to be able, early in January, to make complete deliveries from a choice and carefully selected stock

WILLIAM AGNEW & CO.

305 St. James Street

Spring 1902 **MONTREAL**

Spring Cloaks and Suits.



THOUGH some large makers have not yet placed their goods before the trade, there has been enough business in Spring suitings and cloaks done to give some indication of what will be worn most.

A great feature in the trade will be the raincoat, cut very much after the style of the popular raincoat for men, with the yoke back and loose fitting appearance. These coats are rapidly reaching a great popularity, and it is expected that they will be worn not only for rainy days, but for travelling or for cool evenings as well.

Whether they will affect the trade in other ladies' Spring cloaks remains to be seen. In the men's garments, however, the raincoat has lessened the demand for the light Spring and Fall topcoat.

The colors in these ladies' raincoats are about the same as the popular shades in the men's coats which they so much resemble—that is, fawns, greys and olives.

Besides the long coats, some are being taken—and will no doubt be liked—in 36-inch lengths.

The fashionable materials in cloaks and suitings are of various kinds. All-wool homespuns, cheviots and smooth-faced cloths are very popular. The new zibeline cloths, with the rough camelshair finish, are among the novelties that will lead for Spring.

While the feeling in some localities and for some figures is in favor of longer coats to be worn with the suits, in great fashion centres—Paris, London and New York—the tendency is to remain on the ever-popular bolero or Eton styles.

A few Louis XIV. styles of the more extreme models are shown, and will, without doubt, sell, as they usually do, to a certain class ; still, they are not the kind of coat that should really go with the Spring suit.

The bolero is. And not the least of its advantages to the ready-made trade is that the fit is not a matter of great worry. The bolero easily fits almost any form.

It is being taken for Spring in every style, from the very plainest to the most elaborately-trimmed, with the much-liked vest effect.

The colors that are altogether likely to prevail for Spring in Canada are browns, blues and greens. In London and Paris the coronation shades, in very high colorings, are being used, but it is not thought probable that these strong colors will be fashionable here or in the United States.

But the different variations of brown, green and blue are bound to be well liked, while the more staple colors like blacks and greys will, of course, also be in evidence.

The demand for rainy-day walking skirts amounts, in the words of a manufacturer, to "nothing less than a craze." To say that the demand is unprecedented is mild.

There is nothing remarkable about the popularity of these skirts. For wet, muddy streets they are a boon to women, and are likely to sell even better and more widely as their merits become recognized. They are made unlined in nearly all cases, and the best makes show some suggestion of that fulness at the bottom which is so fashionable in dress skirts. Dark greys and blacks will be the selling colors for Spring.

A PROGRESSIVE CLOAK HOUSE.

The makers of the "Empire" cloaks and suits, the Consolidated Cloak Co., are turning out some particularly fine garments for Spring. They cater to the best trade in these garments, and merchants wishing to do business in the highest class of goods, as well as the ordinary makes, do not consider their stocks complete till an assortment of them is put in. The plant has been much enlarged this season, as blouses, skirts and waterproofs have been added to their lines. These are not the cheap, trashy kind, but well-tailored goods, with all the good points of made-to-order garments. The rainy-day walking skirts and dress skirts have been well received in the west and east of Canada, and many large orders have been placed. The blouses comprise French flannels, lustres and silks, besides some handsome things in popular-priced designs. For it should be remembered that though it is the aim to do business in the highest class of goods, these are sold at as low prices as possible. Rainproof travelling cloaks are in great demand. They are also making a 36-inch waterproof which is selling rapidly.

IMPERIAL CLOAK CO.

The Imperial Cloak Co. have executed a Spring range of waists that they are placing before the trade in conjunction with their other range of stylish garments. This firm have shown one of the most marked growths in the garment manufacturing industry during the past year. New vigor has been infused into the business and the firm now claim that for style, workmanship and value their waists stand unexcelled on the market.

Their designer is now in New York, and before he returns he will visit Paris to secure all the latest ideas in garments and mantles. They believe that there is a big Spring business in store for Canadian garment manufacturers, and if the newest productions can give them a prominent position in the trade, they intend to be well to the fore. We refer our readers to their advertisement on page 139 for specimens of their work. This firm can be depended on to do the square thing by the trade and to give honest value.

FOR SPRING TRADE.

McIntyre, Son & Co. have recently put into stock a large assortment of black grenadines, black crepes, printed French organdies of the latest designs and colorings, white dimities in great variety, and plain and fancy muslins. Samples are with travellers now on the road.

They are also showing a large range of household linens of every description, the most reliable makes, and at close prices.

Special attention is requested to the smallware department, which is now very complete.

The glove department is offering reliable lines of gloves at moderate prices, as well as the well-known brands of Trefousse and Rouillon, the latest shades in glace and suede. Fabric gloves for Spring include the most up-to-date and attractive lines at popular prices.

During the past month Mr. W. J. P. McGregor was calling upon the Montreal trade, representing Jas. Edwards & Co., of Toronto, leather goods and purse manufacturers. It is said that he took away large-sized orders from the different Montreal wholesale smallware departments.

Messrs. Wacks Bros., Limited, Burlington Works, Leicester, England, manufacturers of men's clothing, waterproofs, and juvenile garments (especially sailor suits for small boys), are looking towards Canada for business, and, as their lines are very extensive, we would draw the attention of importers to this house, which is prepared to make it interesting to Canadian buyers.

Ed. 4/93
RETURNED
FEB 28 1902



THE Northway GARMENT

The Air of Refinement of a Lady's Dress

What is it?

You can never define it in words.

But you are always conscious of it.

It is not necessarily in the cost.

It is never in gaudiness.

It may have nine marks of fitness and be spoiled with one defect.

Our system of measurement and method of making reduces the possibility of it having that one defect to a minimum. Our Designers have reduced their business to a science. We are away beyond the experimental stage.

The Northway Garment is the standard in style, fit and finish. On the market as soon as the newest in London, Paris or New York, in material of any kind or quality to suit your requirements. You can depend on us being able to supply you with the latest.

The inner sense of fitness signals to us when we have come to the right thing and then we produce it. Hundreds of Canada's leading merchants are giving us their exclusive trade.

Our travellers are on the road, but you need not wait for them—write us. We will be pleased to answer questions and quote prices.

JOHN NORTHWAY & SON,
91-93 WELLINGTON ST. WEST, TORONTO.

"The true course of business to-day is direct from Manufacturer to Retailer."

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

Mill Selling Agents for . . .

28 Wellington St. West, TORONTO.

S. LENNARD & SONS

DUNDAS, ONT.

Manufacturers of . . .

"Crescent" Brand Hosiery and Underwear

THE KINGSTON HOSIERY CO. Limited

KINGSTON, ONT.

Manufacturers of . . .

"IMPERIAL CROWN" BRAND Underwear and Sox

THE GODERICH KNITTING CO. Limited

GODERICH, ONT.

Manufacturers of . . .

"Maple Leaf" Brand Worsted and Woollen Hosiery



SPRING business in men's furnishings promises to keep well abreast of the bright conditions in other lines of trade. Large orders have been placed with manufacturers and wholesalers with a good deal of confidence that the goods could be handled.

The prosperous condition of business has apparently had its effect upon retailers in several ways, one of which is that more care is put in the appearance of the store and stock.

Never were there handsomer displays made, both in the window and in the interior of the store, than during the holidays of December. Every dealer with any ambition whatever pushed his goods as he seldom did before, and, by all accounts, this extra energy was not wasted.

It is a fact that a better class of goods on the whole is being taken at present, as is usually the case when the country is prosperous; and that this is to be continued for Spring and Summer at least is apparently the opinion of Canadian dealers in men's goods, for they have bought heavily of many of the finest goods and most expensive novelties, which, under less satisfactory conditions, were regarded as a little too luxurious to create anything but limited demand.

Much good taste is shown by the manufacturers in their fancy lines for Spring. Most of the fancy designs, though often striking and sometimes a little flashy, are still artistic, and have not that cheap, gaudy appearance that is often characteristic of men's wearing apparel.

The uncertainty as to what will turn out the most popular style, if anything does, has caused manufacturers to make a great varietiy of designs in the different articles, and an unusually large choice will this Spring be given to customers.

There is little doubt that an unusually large demand will be found for the goods.

* * *

Collars and Shirts.

COLLARS.

THOUGH the best-selling collar all around is the high turn-down, still it does not take up all the attention that it did a few months ago, for the wing collar, and the straight band, in different shapes, are more prominent styles now, and up-to-date dealers must be able to supply them to a large class of customers.

The wing collar has had a harder fight here for any kind of popularity than in the United States, and much harder than in England. In the first place, the very dressy people, to whom this collar sells best, are fewer in Canada, of course, than in either of these two countries, and it is said by a certain furnisher, who has done business in those countries as well as here, that the popular trade in Canada does not follow as quickly the lead of the high-class trade, for whatever reason he does not know.

At any rate, the wing collar is enjoying big sales in Great Britain and the United States; while here, though the demand for it is fair and is growing, still there is a greater demand for high turn-down and straight-band collars. It is noticeable that each month sees a greater number of wing collars shown in many dealers' windows, and those who have ignored them so far have apparently come to the conclusion that they are losing trade by not pushing them as much as the larger and higher-class stores, so one dealer after another is placing in a line of the new wing shapes.

In some large city stores, the best-selling collar is the straight band, but this is likely to continue only for a short time. This collar is always in demand, and the yearly replenishment of peoples' assortment of them occurs about this time. For the Winter, the straight band, as usual, will be a good seller, but, except in a certain class of trade, its place will likely be behind that of the high turn-down.

This collar, in spite of all prophecies and protests, will be the style for the masses. There is now and then shown what is called a new shape in it, but the difference from that and what has been in vogue for the past three or four months has to be explained by the maker before a man with ordinary eyesight can perceive it.

A shape that is not altogether new, but that will be looked upon as a novelty, is a low collar in the high turn-down, about two inches in height, and designed especially for short-necked men. It is sort of a cross between the high turn-down and low turn-down, and will doubtless be welcomed by many fat-necked men who wanted to wear this style of collar but couldn't bring their necks to their way of thinking.

As to what shape of collar will be the most popular for Summer wear, not many care to express an opinion just now. Unless a sudden popularity should be given to the wing collar, which is not as likely as that it will grow gradually into

favor, the high turn-down has the best chance. It is generally believed that shirt waists will be popular this Summer, and for wearing with them no collar is as suitable as the high turn-down. It covers the neckband of the shirt and also the tie around the neck, as no other collar does.

Apart from wearing it with the shirt waist, the high turn-down collar is liked for hot-weather wear, on account of its double fold, which does not wilt with perspiration, as is often the embarrassing result of wearing single-band collars in shirt-waist weather.

The ties, too, that are most suitable for Summer wear are all of the kind that look best with this collar.

SHIRTS.

The business in negligee and stiff-front colored shirts for Spring, 1902, is highly gratifying to manufacturers, for never was there greater interest displayed in these garments, or better buying.

Though stiff-front shirts are in moderate demand, the sales amount to nothing like those of negligees. A new shirt with a short bosom should be one of the best sellers among the stiff-front shirts.

There are really no new designs in stiff fronts, or, at least, no original ones. If variations in the stripes of the shirts make new designs, then there are a few, but these variations consist in the grouping of the stripes, not in widening or narrowing them. Sometimes quite different effects are obtained by the various arrangements of the stripes, but, on the whole, Spring shirts present about the same appearance as those worn in early Fall.

Blues and ox-bloods still remain the best, and about the only colors. Now and then one sees a black, but this is an exception that is not likely to become anything else. Blues are often quite dark. In one or two patterns, the ground is a dark blue, the only color being a thin white stripe, which relieves the blue, but makes a very dark-looking shirt.

A line of colored shirts with collars to match is being shown, but with not the greatest success. There are a few people who will wear colored collars now and always, whether they be in fashion or years and years out.

Negligees are without doubt going to be a very big thing for the Summer of 1902. They have been stocked in larger quantities than ever, and have, to a certain extent, lessened the sale of stiff-front shirts.

There is a much wider range of patterns in the negligee shirts, and a couple of colors besides blue and ox-blood will be good in them. Black on white ground will be much better in them than in the stiff shirts. Plain white negligees are thought to be better for next season than for the past, and whites with self-colored designs will be prominent.

As to colors, of course, the ox-blood and blues will lead. Quite a bit of green is shown and will likely go well. It is a good Summer color. The newest color is brown. This is a light shade, prettier than khaki, but about the same tone, and seems to be well liked. It is shown in all the patterns of the other colors. Here and there in it is a suggestion of red, which adds much to the design.

Stripes of all sizes, at even intervals and in groups, and also checks and plaids, are taken.

There is little doubt but that for outing, office work, etc., shirt waists will be received with considerably more appreciation than they have been. In some of the Canadian makes great improvements have been introduced and the shirt waist has been converted into a garment both desirable and becoming. The sales for these new shirt waists have been very large in some places. In others they will perhaps not be very good property. For, if this garment is taken up even moderately well at first, it is likely to grow into favor rapidly. The difficulty seems to be to start the fashion in each locality. Nobody wants to be first.

The patterns in stripes are much the same as in the negligee shirts. But the checks and plaid designs will not be in evidence to as great an extent.

Plain ox-bloods will be good in both shirt waists and negligees.

* * *

Neckwear.

THE Spring neckwear being made up includes every variety of tie, and the designs and colors are in great profusion. It is impossible to name any particular color that is to be the leader for Spring. When the trade opens some shade may have the preference, but as yet everything is selling and the patterns are just as varied as the colors.

Puffs sold remarkably well in the Christmas trade, and the demand keeps up. Alterations and improvements are being introduced in these ties from time to time, and many of the new shapes have much to recommend them.

The "spike" puff was a boon to dealers for the Christmas trade. It provided just what was needed, a puff different in shape from the ordinary, which could be sold as a sort of novelty in that style; and the public seized upon this tie quickly, and are still asking for it.

The ordinary puff tie, of course, sells well, and will do so through the Winter. Green, red and grey are colors that figure largely in it.

The everlasting flowing-end tie is still in demand. Ladies, who buy a great many ties during the Winter, are responsible for this. Nothing looks so much for the money as a flowing-end, which is doubtless why it appeals so strongly to them.

Whether it will sell in Spring or not is a question on which there is much difference of opinion. It is believed by some that the flowing-ends will sell even better then than the narrow derby. In smaller towns, perhaps, they will.

The newest flowing-ends have both ends made the same size. They can be tied as an ordinary four-in-hand, and besides they make handsome Ascots.

The variety of design in these large ties, both flowing-ends and puffs, is very great. Large patterns predominate. Among the more striking are large plaids and some very large spots.

The narrow derby is, of course, good property. This averages about 1⅜ inches wide and between 43 and 44 inches long.

There is as yet no sign of anything new in bows for Spring, though it is altogether likely that when the demand for these ties arises the trade will be shown the usual number of so-called new effects, even if there be nothing really new made.

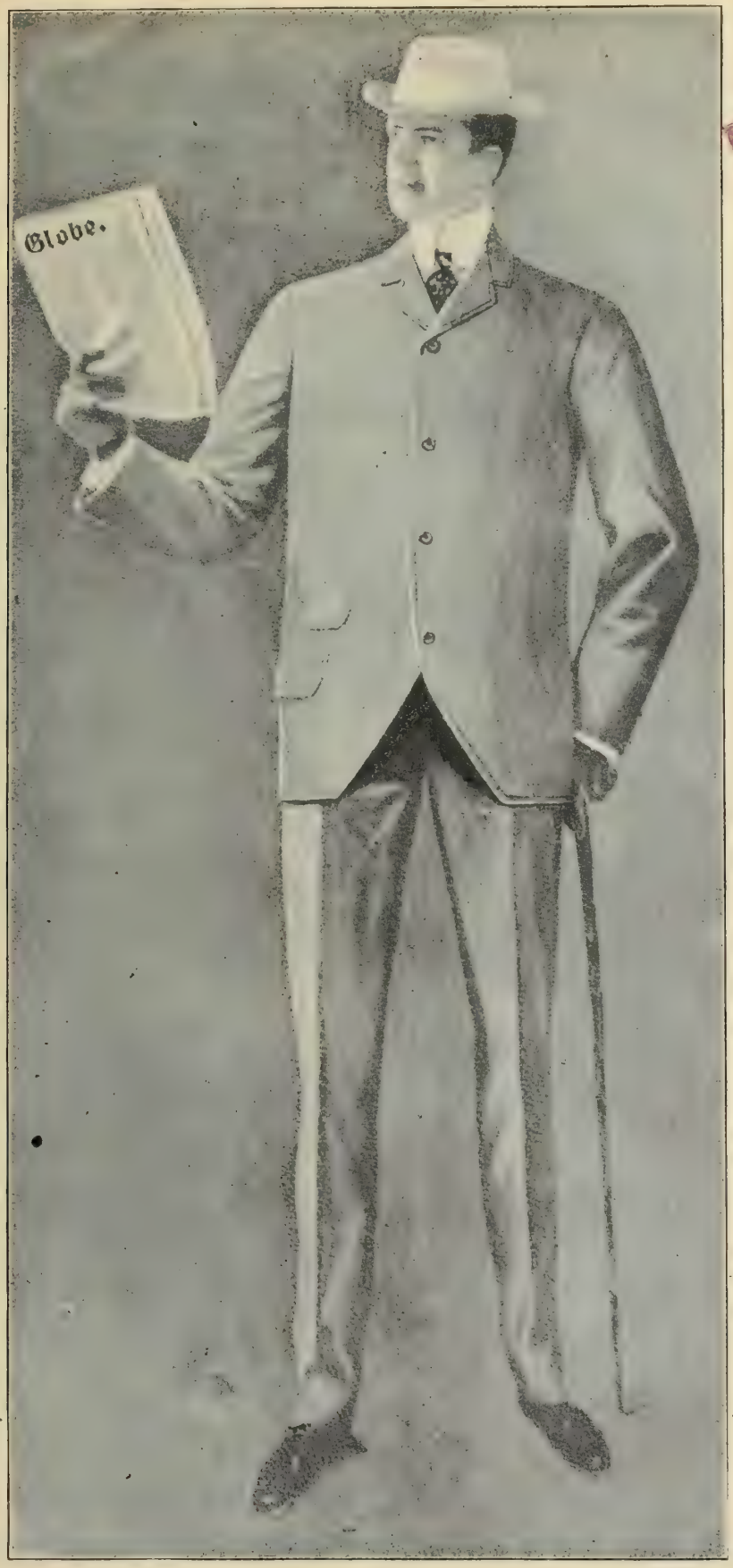
As to what will be the Spring colors, manufacturers are trying to get over the difficulty by supplying goods in every imaginable shade and combination of colors.

Representatives of New York manufacturers visiting this market have said that they sold a lot of browns in that city, and that with the brown suitings of Spring the ties will be just the thing. It is not likely, however, that this is true. At any rate they did very poor business with their brown ties in Canada. Dealers have seen the failure of this color before, and they are not going to push it again.

But, though there is much doubt as to what shapes and colors will be worn in Spring and Summer, there is none in regard to designs.

The latest shown may be divided into two classes, the neat, quiet effects and the very "hot" designs in the most striking colors.

In the former, jasper effects in black and red and in grey are having an uncommonly large sale. For the nicest trade



(one)
RETURNED
JAN 21 1902
CB.4/54

20 CENTURY BRAND REG'D

20 CENTURY BRAND REG'D

"THE YORK."

ONE OF OUR NEW STYLES FOR SPRING 1902.

The Lowndes Company, Limited

Office:
61 BAY STREET.

TORONTO, CANADA.

Factory and Showroom:
36 FRONT STREET WEST.

these will likely take well. The patterns are for the most part in stripes of various widths.

In great contrast to these designs are the very bold stripes and checks. There are no medium patterns. To be successful, Spring patterns must be either very loud or very quiet.

Striped cords are among the foremost patterns. Large checks in plaid effects are good in the most vivid colors, and may be counted upon to be the feature of the neckwear trade.

In mufflers, in which the trade is exceptionally good, among the latest is one that folds around the neck twice, something after the fashion of the old-style muffler. It is made in figured black with colored linings. It is rather bulky, it must be said, and is not likely to reach an unusually large sale.

Besides that, it would be difficult to produce anything handsomer or that would give more satisfaction than the popular quilted muffler which has the pleated silk effect. This looks so much like the hand-folded muffler that it is not easy to tell them apart when they are worn. It is made in fancy silks as well as plain blacks.

The new Way's knit muffler seems to be liked pretty well. This when worn looks like a sweater, as is the intention. The collar fastens at the back with two dome fasteners, and the breast makes one of the best chest protectors one could have. For skating, driving, etc., they are in good demand. The best colors are black, blue and garnet.

* * *

Raincoats and Umbrellas.

A FEATURE in the trade in raincoats for Spring is the high class of goods taken. The cheaper grades are not selling as well as they did. It appears that when a man buys one of these popular garments he wants a good one and is willing to pay for it.

Greys and fawns will still be the colors, with a preference, perhaps, for greys. Coverts and venetians will both be worn.

A brown covert, in a range of qualities, has been placed before the trade, presumably on the strength of the popularity of browns in suitings, but, though it could not be looked upon as a failure, it still did not have that degree of success that was expected of it.

The greys and fawns are too well liked for any other color to attain to much popularity for a time.

The popular umbrella still is that with the "Congo" crook handle. For service combined with cheapness it has the advantage over all others.

But ivory, horn and the new "Partridge" are also well liked and will doubtless be prominent in the Spring umbrella trade.

The automatic umbrella, which opens by the pressure of the thumb, has its admirers, though some people stick to the old favorite, even if it does often stay shut while they are trying to open it in a sudden shower. The automatic article has, however, come to stay, and will doubtless continue a big seller.

With less weight its chances would be infinitely better.

* * *

Underwear.

JOBBERS are pretty well satisfied with the way their Spring lines of underwear have been selling. There is a particularly good demand for the lightest weights in balbriggan, all-wool and merino.

No doubt the amount of fancy goods sold will this coming season be greater than ever. This seems to be the opinion of all in the trade. Manufacturers have put out quite a few new things in fancy underwear, and retailers appear willing to place in a supply of every design that is going.

While the colors and patterns cannot be said to be louder than those heretofore shown, there has been, on the whole, an apparent desire to produce prettier effects and more elaborate designs. Not that the styles have departed from the striped patterns, but the colors and grouping of the stripes have been given more care.

Blue and pink stripes still predominate greatly, but a few other colors, such as black, brown, olive and green in light shades may be seen, and have been sold with moderate success.

That is on the natural grounds. On colored grounds the stripes are almost invariably white, really about the only stripe that makes a neat design in this class of goods. There are, however, both red and green stripes on some colored grounds, but they are not taking as well as the white.

Plain colored grounds, it is stated, are going to be good property. These in brown, light blue and deep pink had some sort of a success during the past Summer season, but they were supplied only to a certain class of trade.

One or two jobbers have been pushing sleeveless undershirts and knee drawers with a good deal of success. For the warmest weather these should be good articles to handle. They have not as yet been worn very considerably by anyone but sporting men, but there is a probability of their use becoming general before very long.

Lacrosse players and athletes of all kinds have found these garments the most suitable, and for some time have worn nothing else in Summer, not only when engaged in sport, but all the time.

The heavy goods moving now are for the better part in natural wool. Fleece-lined underwear is doing moderately well, not by any means as well as the natural wool, but still much better than was supposed by many dealers.

A small amount of colored fleece-lined goods are taken, but the natural color or white is preferred.

* * *

Gloves.

GLOVES for Spring will run on practically the same lines as the Fall styles. Greys, some people say, will be in greater evidence than ever, particularly about Easter time.

Those white knit gloves are selling well. In fact, woollen gloves of all sorts seem to be unusually popular this Winter, and, those who don't like that color, wear plain blacks or the handsome neat designs in black woollen gloves which are in such great favor.

The demand for the white knit gloves with the black stripes on the backs seems to be increasing. The best trade, however, prefers to wear the plain white, without any color.

* * *

Hosiery.

FANCY half-hose for Spring is selling as it never did before, and it is a question if ever there was the same unlimited variety of designs shown.

Though the fancy hose, taken so far in the Winter, has been confined almost altogether to the stripe patterns, that for Spring includes every imaginable design as well as solid colors. Among them plaids in red, green and blue effects are prominent.

Large checks in light colors on black or blue grounds are common, and in the spot patterns, red, black, navy, and brown grounds with small white spots take well.

New designs are being put on the market every day, so the customer will indeed be hard to satisfy if he cannot make a

M. Saxe & Sons

Montreal's Leading

WHOLESALE CLOTHING MANUFACTURERS.

• • •

Out-of-town merchants visiting Montreal will always find at our warehouse a great number of Snaps to be picked up at bargain prices during the months of January and February.

Our 12 travellers are all out now getting in big orders for our **special values** of

$4 and $4.50 and $5 Line Men's All-Wool Tweed Suits.

Our Extraordinary Black and Blue

$5 Line 18-oz. All-Wool Serge Suits.

Our Very Latest Value

$6 Line Colored Serge Suits.

See our . . .

$8 Line Fancy Checked All-Wool Worsted Suits.

• • •

M. SAXE & SONS

18 St. Helen Street —— MONTREAL.

Caulfeild, Henderson & Burns

C. H. & B.

17 and 19 Front St. West,

Toronto.

MANUFACTURERS AND IMPORTERS OF MEN'S FURNISHINGS.

Spring Trade

CLOTHING AND OVERALLS

Striped Flannel Suits for Summer wear are the correct style for the coming season. We are showing a large range in Blue, Black, Green and Grey with white stripe which is very effective.

Already we have put in large repeats for material to fill orders taken.

Overalls and Jackets. Owing to recent changes in prices of material we are enabled to revise our prices and advise customers to see samples before buying, not only for prices but for quality, style and durability.

Shirts. Our own manufacture. Exclusive patterns. The range is full of striking designs sure to please everyone. Special attention given to stiff bosoms and soft-pleated fronts.

Neckwear. An up-to-date range of silks and styles always on hand, enabling customers to have the newest novelty on short notice.

In Hosiery, our range being so extensive, we will only draw attention to a few of our specials: Nos. 815 and 850, IMPERIAL BLACK CASHMERE HALF-HOSE; also Nos. 110, BLACK, and 115, NAVY WORSTED, are extra value.

FULL RANGE OF MEN'S FURNISHINGS ALWAYS IN STOCK.

Letter Orders Carefully and Promptly Filled.



Crown Tailoring Co.,

7 Wellington Street West
TORONTO

are prepared to make for
THE TRADE during January
and February, to sizes as ordered—

Gentlemen's **Rain Coats** from the best imported ENGLISH-PROOFED WORSTEDS, at $8.00, $9,00 and $10.50 each, usually sold wholesale at $10.00, $11.50 and $14.00.

Ladies' Rain Coats at $8.00, $9.00 and $10.00, usually sold wholesale at $10.00, $10.50 and $13.00.

Better made than any in the market.

Samples of cloth to any dealer on application.



all (for cuts)

JAN 17 1902

eB-4/49



Crown Tailoring Co., TORONTO

are prepared to make for
THE TRADE—

Gentlemen's Overcoats, any style ordered, and Tweed and Worsted **Suits** to sizes at

15 per cent. less
THAN WHOLESALE PRICES.

Samples of cloth on application.

Better made than any in the market.



Merchants having an overstock of Cloth kindly ask the Crown Tailoring Co. for making and trimming into Stylish Garments.

choice from the immense variety of fancy hosiery that will be shown to him in the Spring.

In black goods the cotton half-hose with natural merino and cashmere feet have been selling rapidly for Spring. The trade in these goods is an increasing one, and for the coming season the sales are considerably larger than they ever have been. For men who want the lightest sock and yet have tender feet, these goods are particularly suitable.

Black cashmere is, as usual, the leading seller just now. Some imported goods which dealers retail for 25c. are a feature of this trade and are selling rapidly all over the country. They will be good for Spring trade also.

* * *

Suspenders.

MANY new ideas in suspenders are being shown. For the Summer trade perhaps the most novel are those made in designs to match the shirts they are worn with. They are of course intended for wear with negligee shirts or shirt waists, and are sold together with the shirt. As they retail at a small price it will be possible to sell a good many of them to customers buying negligee shirts.

Another taking novelty in braces is made in lisle thread, in handsome designs, the trimmings being in kid.

The designs on many makes are much superior to anything shown before; some of them are quite artistic.

* * *

Summer Flannels.

THERE will be a great deal of striped flannel suitings worn next Summer, and dealers are preparing for it by placing in large stocks of these goods.

Stripes are again the only thing in sight. Blues and blacks are leading shades, but green mixtures and a few greys are taken.

The new short coat with vents in the sides is being shown in these flannels and with a certain class will likely be good, but the ordinary and also the best trade will take the sack coat still.

Two or three variations of the military style have appeared, and will probably find the usual demand. There is a double-breasted coat, however, which may have much more trouble in getting recognized. Double breasts for Summer are not usually popular, and unless there is in these something else to recommend them, their sale is pretty sure to be a small one.

* * *

Leather Goods.

DEALERS who handle leather goods found a good thing in them for the holiday trade. After that is over the demand for most lines in leather goods falls off greatly and business cannot be said to be good till Spring, when the travelling trade commences.

But in a few articles there is a continued demand throughout the Winter, or, for that matter, throughout the whole year.

Among these are collar and cuff cases. They are shown in real seal, morocco and seal grain leathers, light tans being perhaps the most popular color.

Playing-card cases are a novelty that can be profitably handled by men's furnishers. This is made in all leathers. When cards with gold edges are used in it, it has very much the appearance of a prayer book.

Men's bill and coin purses, combined or separate, have always a demand. The combined bill and coin purse is very popular with business men and sells well.

Cigar and cigarette cases, of course, must not be forgotten, and card cases, car ticket cases, leather pockets, etc., have all been moving well during the Christmas month and will doubtless be in demand right through the season.

Pocket diaries and memorandum books are articles that can rightly be brought under the head of leather goods, and perhaps there is no line in which a live dealer can work up a better trade.

Both business and professional men are recognizing the value of these books, and more are ordered every year. There are a great many sizes in them, more or less elaborately gotten up, and prices run from five cents up to the most expensive goods in real Russia leather.

* * *

Dealers and Their Stores.

IN the old boom days of Winnipeg, when men formed the major portion of the population, "men's-furnishing establishments" flourished on almost every corner, and a somewhat startling assortment of stock was to be found therein. It was a point of honor to sell every customer, whether there was anything that fitted him or not, and the absence of adjustable mirrors made this a less difficult task than might have been supposed.

Following the boom came a period when it was correct to get your clothes in the east, and the better class of trade languished very considerably and fell into a decided rut. But within the last eight years there has been a wonderful change in these matters, and Winnipeg to-day has as large and well-appointed "men's-outfitting houses" as any city could desire.



1. Mr. S. A. Hoover. 2. Mr. A. H. Town. 3. Mr. M. A. Hoover.

Among those who have helped to bring about this change are the Hoover brothers, who opened two stores in the city some five years ago. Mr. S. A. Hoover is the owner of "The Commonwealth," situated on the corner of Main street and the City Hall Square, one of the best business sites in the city. The building is a large single-storey white brick with two plate glass windows on Main street and seven on William avenue, all of which are admirable for display purposes, and of which full advantage is taken, attractive window displays, particularly in neckwear and fancy articles, being a special feature with the house.

The stock carried is the best class of ready-to-wear clothing and men's furnishings—the idea being to fit men from top to toe with the single exception of boots—and is purchased from the leading English and American houses.

Mr. Hoover, who is still a young man, came to Winnipeg some 20 years ago, when a lad, and learned the rudiments of his business with J. H. Rogers, hatter and furrier, who at that time had a large branch here. From Winnipeg Mr. Hoover

The Dr. Deimel Underwear

OUR SPRING LINE IS NOW READY.

RETAILERS: This Specialty is more extensively advertised in consumers' magazines than any other brand. It requires no forcing on your part, as your customers want our garments, and will trade elsewhere if these goods are not in your stock.



BUYERS! It's a mark of commercial distinction to market DEIMEL UNDERSUITS.

BUT REMEMBER, if you don't handle the **GENUINE** your entire business is sure to be jeopardized.

A LARGE INVESTMENT IS NOT REQUIRED TO CARRY OUR LINE.

SEND FOR TERMS.

Sole Manufacturers,

The Deimel Linen-Mesh System Co.

2202 St. Catherine St.,

MONTREAL, CANADA.

LONDON, E.C., ENGLAND, 10-12 Bread St.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

This Trade Mark is always on the Genuine.

went to Port Arthur, where he engaged in the clothing trade, but was again attracted to Winnipeg. Returning, he bought the business then being carried on in his present stand, and which was in anything but a flourishing condition. By patience, economy and enterprise he has built up a splendid trade, which is almost exclusively cash.

The system employed for handling cash and accounts is through a National cash register with check device. Mr. Hoover is a firm believer in printers' ink, and advertising is most carefully looked after, the principal medium being the city daily papers. At 680 Main street, not far from the C. P. R. depot, is the clothing establishment of Hoover & Town, which is in charge of Mr. M. A. Hoover. This is an entirely distinct business from "The Commonwealth" and caters to the best class of the north-end trade of the city, which differs in some minor lines from that of the south end. The building occupied is a two-storey brick, 22x100 feet, with one large display window. The interior space is admirably arranged for the convenient serving of a large number of customers. A noticeable feature is a hall showcase for hats, divided to suit the various styles and grades. By a touch of the hand the glass door of each division slides inward, leaving the whole range of hats exposed, with no open doors to get in the way of either customer or clerk. A special line of clothing branded "H & G" is manufactured for this house and has an enviable and growing reputation among their customers. The aim is to carry a large, well-assorted stock of strictly up-to-date goods, keep the public apprised of the fact and sell at right prices. This course of procedure is meeting with the success it deserves. This house also have a National cash register and follow the same system as "The Commonwealth" in regard to handling cash and accounts.

Mr. M. A. Hoover has resided in Winnipeg almost continuously for 20 years.

A few years ago at the time of "a garment-workers'" strike overtures were made by the Trades and Labor Council to the brothers, who were known to be contemplating the starting of a manufactory, to open a union factory and they would guarantee that all union men bought nothing without a union label on it. Premises were secured and the factory for overalls and the like started. This venture has proved a thorough success also, and under the direction of A. H. Town is known as "The Hoover Manufacturing Company"

E. C. H.

* * *

Brevities of the Trade.

HACHBORN & SHERIDAN, clothing manufacturers, Toronto, have dissolved. James F. Sheridan has retired, and the business will be continued under the same style by the remaining partners.

A. M. Beck, tailor, Dartmouth, N.S., is dead.

R. B. Jermyn, clothier, etc., Niagara Falls, is dead.

The stock of Heasley & Co., men's furnishers, Winnipeg, has been sold.

The assets of the American Clothing House, Montreal, have been sold.

L. J. Potts, men's furnisher, Simcoe, Ont., has been succeeded by Culver & Price.

The Winnipeg Shirt and Overall Manufacturing Co., Winnipeg, has dissolved; M. Haid continues.

J. C. Chamberlin, men's furnisher, etc., Ottawa, offers his business for sale.

Hurley Bros., men's furnishers and shoe dealers, Ottawa, have given up the boots and shoes.

Guy Bros., laundrymen and men's furnishers, Cornwall, Ont., are offering the latter business for sale.

Tolton & McKay, shirt manufacturers, Hamilton, On are removing to Toronto.

The stock of the estate of Thos. Madson, men's furnisher, boot and shoe dealer, etc., Nelson, B.C., has been sold.

The Montreal Shirt and Overall Co., Montreal, have dissolved, and The Montreal Shirt and Overall Co., Limited, are registered as incorporated.

* * *

Memos. for Buyers.

THE Niagara Neckwear Co. are putting out for the Spring an entirely new necktie cloth, "Crystaline." It has a frozen effect for the ground with ray warp stripes of satin in some of the prettiest and newest colorings. It will be the leading article for the Spring. The "Artistic" French cravat first introduced into this market by the Niagara Neckwear Co. has been a wonderful success. The sale has been such that it was very difficult to fill orders promptly. It will be one of the leading lines for the Spring season.

Negligee shirts are shown by John Macdonald & Co. in two special lines, retailing at 50 and 75c. These are extra special Scotch zephyrs. In regattas, three lines retailing at 75c., 85c. and $1 are big sellers and special value. In silk striped negligee they show better values than before to retail at popular prices. In umbrellas, a special line with horn handles, patent runners, in extra cloth, will retail at $1, a line usually retailing at $1.25. There is a limited quantity of these. Boys' and men's tweed and golf caps are shown in blues and fancy checks, a large range, to retail from 25 to 50c. In half-hose, fancy cottons, stripes, checks and embroidered, cashmere in stripes are included. A line of special worsted sweaters in black and navy will retail for $1.

The Dominion Suspender Co.'s line of Spring novelties will be greater and more extensive this season than ever before. Their range will be almost double what it has been former seasons. Their greatest novelty and hit of the year will be the "No Rusto" buckle which will be put on all of their fine lines. The Dominion Suspender Co. have the exclusive control of the patent for Canada. It would not be good poliey for any merchant to have in stock any suspenders not fitted with this wonderful buckle.

In men's and boys' colored shirts, both negligee and stiff bosoms, the well-liked ox-blood and blue designs will lead again for Spring. The short bosoms in stiff shirts will undoubtedly be a popular style. In Wyld-Darling Co.'s these are shown with cuffs attached or detached. The designs are in both single stripes and clusters. A desirable novelty for travelling men is a dark blue ground with white stripe, separate collars and cuffs to match. In the negligee shirts they are supplying one line with braces to match which will likely sell rapidly. They retail at a popular price. Shirt waists, which will be sold much better, are shown in both men's and boys' sizes. The latter have the popular "mother's friend" attachment, a great help when the garments are relaundered. A big range is carried of working shirts, in black sateen, spotted and striped, oxfords, ginghams and flannelettes. A handsome shirt for boys is a blue and white spot, brown collar, front and pocket. Underwear may be seen in many weights of all wool, merino and balbriggan, plain or striped, besides the "Wolsey" brand in Summer weights. The big assortment of half-hose includes fancy striped cashmere and acid spot, striped and checked cotton half-hose. In the black cotton, natural merino and cashmere spliced feet are in heavy demand. This is just what is wanted by people who need the lightest hosiery. The popular high turn-down collar will still hold its own, and, in addition to the higher shapes, a 2-inch shape for short-necked

"Elmsdale Flannel Mills"

ALMONTE, ONT.

Fine All-Wool Flannels in Grey, Navy and Military. Homespuns, Kerseys, Dress Goods, Grey Blankets.

JAMES H. WYLIE.

Agents: F. P. McIntosh, Toronto. John Gordon & Son, Montreal.

Thoburn's Woolen Mills,

ALMONTE

WE MAKE...

Spring Suitings
Military Flannels
Navy Flannels
Grey Flannels

THAT ARE HARD TO BEAT AT OUR PRICES.



31 Great Portland St.

T. A. "Selfhelp," London. **LONDON, ENG.**

IRISH FRIEZES--for extra heavy **GREATCOATS**, 6/ to 10/6 per yard, double; about $1.50 to $2.55.

IRISH TWEEDS--for thick, warm **WINTER SUITS**, 2/6 to 4/ per yard, single; about 60c. to $1.00.

IRISH HOMESPUNS--for country **LOUNGE WEAR**, 2/ to 3/6 per yard single; about 50 to 85c.

SERGES and CHEVIOTS--various weights and qualities, for ordinary wear.

With the reduced tariff, these excellent **IRISH** Cloths should be on the counters of every Tailor and Storekeeper in the Dominion anxious to do himself and his clients justice. Samples on application, or a visit from their Buyer, when in London, will be sure to turn out mutually advantageous. Nothing can excel their **IRISH** rough freize and tweed for farmers' hard wear.

THE WATSON MFG. CO.

Limited

PARIS, ONTARIO, CANADA.

MANUFACTURERS OF

Ribbed Knit Underwear for Ladies and Children

All sizes and many qualities in Wool, Cotton, Silk and Mixtures.

Derby Ribbed Underwear

Swiss Ribbed Underwear

Plush Ribbed Underwear

Patent Seal-Lined Underwear

(Patent and Machinery Operated and Controlled by us.)

Very soft, warm and comfortable. Can be had only from us

We have all the new styles in ***Ladies' Vests***

Low Necks, Short Sleeves, Full Dress, etc.

Combination Suits.
Equestrians.
Corset Covers.

Special lines in **PURE WOOL UNSHRINKABLE UNDERWEAR.** They retain all the desirable qualities of the PURE WOOL garments with all the objectionable features left out. THEY CAN'T SHRINK.

Perfect Goods **Quick Delivery** **Reasonable Prices**

Write for Samples and Prices

THE R. J. SMITH CLOTHING COMPANY

OF OTTAWA, LIMITED

WE MAKE ALL KINDS OF MEN'S AND BOYS' CLOTHING AND MAKE THEM WELL.



R. J. SMITH, Managing-Director.

Wholesale Clothing Manufacturers

Our Managing-Director, Mr. R. J. Smith, is fortunately gifted with the inventive faculty, and has the honor of being the inventor of two of the most up-to-date Systems of Cutting Ladies' and Gentlemen's Garments.

We are now making a specialty of

Ladies' Tailoring

and have a staff of expert Cutters and Designers of Ladies' Tailored Costumes, Skirts, Mantles, Golf Capes, etc., etc.

Our special facilities and our perfection in the art of Tailoring give us a strong position. We beg to direct attention to our "SPECIAL ORDER" business which has been taken advantage of by so many of our customers. We always satisfy and hold our customers.

THE R. J. SMITH CLOTHING COMPANY, Limited

OTTAWA, ONTARIO



A. E. REVELL, President.

1902



J. C. O'DONAHOE, General Agent.

Young & Rochester

3 Love Lane, Wood Street, London, Eng.

FACTORIES: COLERAINE AND LONDONDERRY.

Manufacturers of Up-to-date Neckwear, Shirts, Collars, Summer Clothing.

Specialties for Spring:

Select patterns in **Anderson's Zephyrs.**
"Cellnet" and **"Richmond"** open-work Shirtings.
"Sirdar" and **"Milner"** fine Summer Woolen Shirtings.

Collars from 2/6 to 6/6. New shapes for 1902 through Customs this week.

LEADING LINES IN SHIRTS.

"The Biz"—white business shirt—31/- to 45/-.
"The Kudos"—full-dress shirt—33/- to 57/-.
English Print—26/-, 31/6, 37/-.
" **Oxfords**—26/6 to 43/-.

FINE FLANNEL OUTING SUITS—10/9, 13/3, 17/-, 20/

Exclusive range of patterns at each price.
Our fine Cashmere "TROPICAL" Suiting is shown in range of select designs confined to us.

Washing Vests in Pique, Drill, Cashmere, etc.
The **"Y. & R."** mark on your summer vests ensures their sale.

The complete satisfaction given in fit and style of our Suits last summer is ensuring increased orders for 1902. Samples can be seen at our Toronto office, or will be sent on application.

We are agents for the noted **"ORWOOLA" Unshrinkable Flannel,** unequalled for Ladies' Blouses, Gentlemen's Shirts, Pyjama Suits, etc.

Our complete ranges for FALL will be ready in MARCH

and our travellers will be visiting principal towns east and west. Let us hear from you and we will arrange a visit.

We shall have very complete range of **DRESSING GOWNS and SMOKING JACKETS.**
Latest Designs in SILK BROCADE and VICUNA.
New effects in BATH GOWNS.

DOMINION AGENTS

WREYFORD & CO., Romain Building, **TORONTO.**

men will be found to sell well. This is called the "Viscount" (improved). The straight band and wing collars are shown in all heights.

An extra good line of overalls is being shown to the trade by Caulfeild, Henderson & Burns. They are very strong and well made, and in full sizes. Very often, overalls are small in size, and special attention has been paid to this part of the manufacture in these overalls. They are somewhat lower in price now. A new puff tie of their own design is taking well and has many merits. The head is covered in this tie so that the tie sets up better. It is selling rapidly in many handsome designs, including stripes, plaids and spots. In smaller places they are selling quite a number of flowing ends, and the long narrow derby is good everywhere. The size is 1⅜ inches wide and from 43 to 44 inches long. A handsome silk which they are making up into puffs and mufflers is in an Ottoman cord, a heavy, coarse cord, which, when arranged vertically, makes an attractive tie. Two specials in black cashmere half hose are "No. 850 Imperial" and "No. 815." These can be retailed at 25c., and are only to be had here. The sales on them are very large, the goods going well right through the season. In worsted half-hose, Nos. 110, 115 and 120 are going very well. They are in black and navy and are the only imported line at the price. Summer clothing is shown in black, blue and green mixtures, in the popular stripes. A novelty is a straight-cut front, three buttons, two vents at the side, and four pockets. It is a military style that is likely to take well.

The W. R. Brock Co., Limited, Montreal, have secured for Spring, 1902, wonderful values in cashmere hosiery, plain and ribbed, in women's, men's and children's lines at $2.25, $3.00, $3.60 and $4.25.

The firm of James W. Woods, Ottawa, have gone into the making of duck clothing, lined and unlined, hosiery, household linens and underwear. The business has increased to such an extent as to necessitate installing 50 new machines since last July. This progress is owing to their garments being well made and giving entire satisfaction. In fact, "Woods" brand is a guarantee of merit.

The Toronto house of The W. R. Brock Co. have aimed to excel in their regatta and outing shirts this season. They term them the "City Selection," using the names of the principal cities of Canada, like Toronto, Montreal, Winnipeg, Vancouver, Halifax, etc. Special lines and values are offered to retail at 50c., 75c. and $1, both in soft and hard fronts, short bosoms, open fronts, detached cuffs, and other important points that an up-to-date furnisher looks for can be found in all goods where the price calls for such. They have not overlooked the shirt-waist craze of last season, and are offering boys'—"Truro" and "Winnipeg" — to retail at 75c., and men's—"St. Thomas" and "Brantford"—to retail at $1 and $1.25. In men's underwear, the popularity of balbriggans is expected to continue and special lines of plain are shown to retail at 25c., 35c. and 50c.; also net and novelty knit in fancy colors and patterns, together with their usual good values in stylish goods. One line of balbriggan—F11—is a special to retail at 50c., giving the dealer a profit of fully 60 per cent. Boys' balbriggans can be had in two qualities, and a fancy striped line retailing at 25c., called "Cataract" and "Niagara," claims to have no superiors. In men's socks, their heavy cotton, mixed, to retail at 5c., 10c., 15c. and 20c. per pair, are supplemented by a very nice range of novelty stripes to retail at from 20c. to 50c.; lace fronts and stripes retail from 20c. to 50c.; polka dots, self colors and other novelties. They are particularly strong in spliced feet and ankles, black cotton with balbriggan feet; also natural with scarlet feet and scarlet cotton with natural cashmere feet, in addition to their well-known "Reddie" cardinal cashmere, all for 25c. retail.

"Brock's Brand."—This is the name given by The W. R. Brock Co., Toronto, to their specially valuable range of overalls and smocks—no slop make or blown together, but well made, well cut, and good-fitting garments. The leading prices are for 50c., 75c. and $1 retailing. Their blue denims, to retail at 75c., should be in the hands of all up-to-date merchants. Boys' goods are also represented.

* * *

Ringheim's Ramie Underclothing.

THE problem as to what is the most suitable material for underclothing has been discussed from time immemorial. Of recent years, favor has principally been extended to wool, but there have always been a certain number of influential authorities who have maintained, in the face of the opposition of the majority of the medical profession, that wool is far from being an ideal material for wear next the skin. The principal objections urged against woollen underclothing have been its tendency to become felted, in which condition free perspiration and free ventilation are restricted, and the fact that it forms a favorable field for micro-organisms, some authorities maintaining that after a few hours' wear "a woollen undergarment may be looked on as a living nest of millions of microbes, which lodge at their ease in the hollow fibres." Yet, as against wool, it cannot be urged that cotton, linen or silk have a greater balance in their favor. There is now a new claimant, ramie, which is the fibre of a plant growing in India and elsewhere. It is claimed as the ideal material For many years past, manufacturers have been trying to spin and weave this fibre, but little progress had been made in overcoming the difficulties. Now, however, a Carlscrona firm have solved the problem, and already Mr. Ringheim has popularized his Ramie underclothing throughout the Scandinavian countries. It is now being successfully introduced into other European countries and Great Britain and the colonies. Wherever the changes of temperature are considerable, as in Canada, it is specially suitable, as it prevents colds and cures rheumatism. The writer of these notes adopted it some months ago to try what it would do in the way of curing his rheumatism, which had troubled him for 18 months. He can testify to its beneficial effect ; in fact, it cured within a week or so. The wholesale agents for Great Britain and the colonies are Messrs. Hall, Nilsen & Co., of 47 Mosley street, Manchester, who will send a booklet "About Ringheim's Ramie Underclothing" to all applicants. It is now hoped that the Canadian trade will interest themselves in this new system of underclothing. There is a chance for some of the Canadian wholesale houses to score a success by being early on the field.

* * *

Outlook for Spring Neckwear.

THE manager of Gault Brothers' factory, Mr. V. deV. Dowker, has just returned from a flying trip to the continental silk centres, where he made his purchases of Spring silks. He says he got there early, secured the nobbiest patterns, and is now in a position to assure the Canadian trade that the "Crescent" range of neckwear for the coming Spring will include stylish effects such as have never been brought into this country. The first set of samples will be on the road by January 1, and the goods will be delivered a month later. The Easter range will be shown about February 15, to enable delivery in ample time for the retail trade.

Mr. Dowker reports that there will be a lot of light warp prints worn, with stripe effects in light grounds, such as greys, the new Paris green and broches. In London and Paris there is a noticeable tendency to wear stripes, quite remarkable in these centres, which are generally so strong on designs. He regards this fact as a certain indication of their popularity on this market. Quite a range of heavy Louisines is showing in checks and stripes. The silk market is brisk and prices are somewhat higher in consequence.

J. GRAFF P. RIEDER

THE ONTARIO BUTTON CO., Berlin

RETURNED To Dec 26 1902



High-class Tailors' Buttons our specialty

IVORY, COVERED SERGE and SOUTACHE

LEADERS in all kinds of PEARL BUTTONS.
COLORED Silk and Velvet Buttons MADE TO ORDER.
Our Agents start out January 1st.

R. B. HUTCHISON & CO.

JOBBERS in WOOLENS

30 Wellington St. W., Toronto

Are offering to the Trade **Special Values** in

Worsteds, **Plain and Fancy,** in Suitings and Trouserings.

Tweeds, in Suitings and Trouserings.

Black and Grey Vicunas.

Fancy Vestings.

ALL AT JOB PRICES.
"SHORT DATES AND SMALL PROFITS."

Buyers visiting the market will find it to their advantage to give us a call.

NOTICE TO THE TRADE

GILBERT'S CELEBRATED DRESS-LININGS

—ARE—

The best. **Standard for 20 years.**

Do not place your Spring order for DRESS LININGS until you have examined our line.

Silesias, Percalines, Novelties.
Permanent Finish Mercerized Satines.

OUR LATEST SUCCESS—IS

The Grande Duchesse Batiste.

GILBERT MANUFACTURING CO., 380-382 Broadway, NEW YORK

Original Manufacturers of Fast Black Dress-Linings—Name on selvedge.

Address, after February 1, 1902 - - 83-85 WHITE STREET

MATTHEWS, TOWERS & CO.

14 St. Helen Street, MONTREAL.



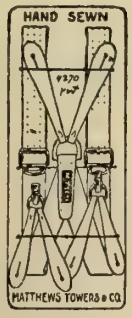
The key to success is Right Buying—

For the Sorting and Spring Trade in

Men's Furnishings

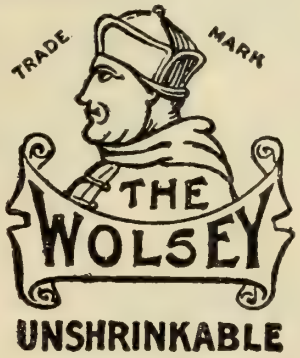
we are showing some lines that will appeal most forcibly to dealers who appreciate the advantages of securing merchandise of right style and quality at right prices. Look over your stock and see what is needed. Then look at the goods our travellers are showing, or, if they do not call upon you in time, send us a memo. of your requirements and we guarantee entire satisfaction and big values. Dealing with us is a pleasure, because we spare neither pains nor expense to please our clients in every respect. *The key to success is right buying*—you can buy *right* from us.

Seek no further for Better Values than offered below by this House —they are not procurable. Our mail-order department is your proxy for economy and satisfaction. Orders filled same day as received.



Hand Sewn Braces

Our line of Hand Sewn Braces is complete. With such goods in stock you can guarantee all purchasers "entire satisfaction."



Underwear

The sales in this famous line of Underwear have completely outrun even the large expectations we had entertained, and we are more than sorry that we have lately had to disappoint so many of our customers in repeat orders by letter.

Shirts

It would be difficult for you to pick up a better selling lot of shirts than we have to offer you at prices that are a marvel of lowness.

COLORED SHIRTS. OXFORDS.
PERCALES. MADRAS. CORDS.

Neckwear

Our ranges of stylish, fashionable neckwear are the standard of excellence. Our designs are conceded to be the very best and latest. See our lines before placing your order elsewhere.



Umbrellas

Spring is the season of all seasons when people require good, reliable, up-to-date Umbrellas. Show them the

20th Century

and they'll not ask for anything better.

Hosiery



There's nothing in the land that can beat COOL FEET HOSIERY. How is your stock?

Matthews, Towers & Co.

14 St. Helen Street, ❧ ❧ **MONTREAL.**

THE CANADIAN CARPET CO.

MILTON, ONT.

Manufacturers of . . **INGRAIN CARPETS, WOOLS AND UNIONS, ART STAIRS, ETC.**

Factory kept busy the year round. Reasons: Up-to-date patterns and colors; clean good quality standard. If travellers have not called, write for samples.

The Berlin Gauntlet Mfg. Co.,

BERLIN, ONT.

Manufacturers of

GAUNTLETS, CAPERINES, ETC.

W. J. WILLIAMS, Manager

STAG . . Dominion Hair Cloth Co.



JAMES PRIOR, Prop.

St. Catharines, Ont.

Manufacturers of all kinds

HAIR CLOTH CRINOLINE
FRENCH BLACK, BLEACHED AND GREY
TAILORS' PADDINGS
FURNITURE SEATING AND COVERING

Colin McArthur & Co. (Incor)

OUR NEW FACTORY IS NOW COMPLETE

We are working **night and day** to ensure all orders being shipped in plenty of time for opening of Spring trade. With new machinery and all latest improvements we are now more capable than ever of sustaining the WORLD-WIDE reputation earned by the excellence of our goods.

WRITE US FOR SAMPLES

Montreal Wall Paper Factory

(2) T.R.J. Slater
CB. 4/32



This Pennant

covers a code of signals not to be found in the universal code. It is fifty-three years since it was first raised in the City of Toronto, and has ever since floated in the trade winds of business success successfully. The code includes a great deal more now than did the original one under this pennant. Departments have been added. New and progressive methods of business have been put into operation. The markets of the world are being constantly searched and researched for the best values and latest productions that money and expert experience can procure. New customers are being made in every Province of Canada, adding to the volume in business as the years roll by. On this, the beginning of a new year, the Trade is heartily thanked for past, and kindly solicited for

Future Business

Filling Letter Orders a Specialty.

John Macdonald & Co.

Wellington and Front Sts. E.,
TORONTO.

To the Trade **January, 1902**

John Macdonald and Company

Wellington and Front Sts. E., Toronto

Their Registered Trade Marks and Brands—

"Crescent" Black Dress Goods, "Seabelle" Serges, "Queen City" Domestic Staples, "National Arms" Imported Staples, "Diamond" Shirts, "Reliance" Ready-to-Wear Goods, "Imperial" Hosiery, "Empire" Quilts.

They are Selling Agents for "CRUM'S" Prints and "BELWARP" Serges and Worsteds.

Their Cash Discounts are Liberal—

Terms Easy—Profits Small—Returns Quick—Dispatch Prompt—Attention Courteous—Travellers in every Province and Territory—Letter Order Department a specialty. Catalogue for Spring Season, 1902, forwarded upon application. Stock always well assorted.

THE GREAT WHOLESALE DRY GOODS HOUSE OF CANADA

RATHBONE, McNEIL & CO.

Our Specialties:

MEN'S, YOUTHS' and LADIES' STRAW HATS.
MEN'S, BOYS' and GIRLS' NOVELTY CLOTH HEADWEAR.
OUTING SHIRTS OF ALL KINDS.

RATHBONE, McNEIL & CO.

TEMPLE BUILDING, 185 ST. JAMES STREET, - - - - MONTREAL

JAN 10 1902
T. Mont. Hall

THE R&M TRADE MARK

NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS



MAKERS OF
AMERICAN STYLES OF NECKWEAR

To. R.J. 23-4/1

THE

Stratford Clothing Company,
Limited

Stratford, Ont.

Manufacturers of. . .

PERFECTION CLOTHING.



Our clothing is a step ahead of others in style, quality, fit and finish, and just a step behind in price.

It's all made by Union Garment Makers. Every garment bears the Union Label.

Money won't hire better mechanics than ours.

GIVE US A TRIAL ORDER.

JAN 23 1902
RETURNED

"THE DISTINGUÉ"



WATERPROOF

IN USE ALL OVER THE WORLD

DRY GOODS REVIEW

The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

OFFICES:

MONTREAL (Telephone 1255) - - - - - - - 232 McGill Street.
TORONTO (Telephone 2701) - - - - - - - 10 Front St. East.
LONDON, ENG. (W. H. Miln) - - - - - - - 109 Fleet St. E.C.
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ST. JOHN, N.B. (J. Hunter White) - - - - - No 3 Market Wharf.
NEW YORK - - - - - - Room 142, New York Life Building.

Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.
Published the first of each month.

Cable Address: "Adscript," London; "Adscript," Canada.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, JANUARY, 1902.

WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER

A NEEDED REFORM.

SEVERAL persons, who have no political or personal interests to serve, have asked us to criticize the Department of Trade and Commerce which, they say, is of very litle use.

This Department, which was created about ten years ago, has certainly not made itself a place in the administration of the country. The present minister, Sir Richard Cartwright, is an old and valued public servant, but he is not just the man for a position of that kind, and it would be better for the country and the Government if someone younger and more vigorous were put in his place.

This country is, we fear, losing its opportunities. It should be taking advantage of every opening to get a share of the world's trade. It should make itself known by systematic effort. It should thoroughly organize the export trade, and do for every private enterprise what the latter cannot afford to do for itself.

We trust the Government will see the wisdom of making some reform this year.

OUR SPRING TRADE NUMBER.

IN this issue, readers of THE DRY GOODS REVIEW will find a good deal of information affecting every branch of their business.

The interests of dry goods merchants are varied. They wish to know what is going on in the trade. The coming changes in fashions originating in world-centres like London, Paris, and New York must be noted. The new goods shown in the Canadian market cannot be overlooked. Methods and ideas being tried successfully by big houses are of value. The extension of trade by means of the best forms of advertising, by decorating the windows and interiors of stores, and by all other enterprising plans, is a bigger factor than ever.

The present issue has been prepared with all these objects in view, and whatever the matter in which you are specially interested may be, some phase of it will be dealt with in the following programme:

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In addition to these special articles the number will be found to contain the fullest and latest information respecting:

Window Trimming.
Good Advertising.
Men's Furnishing.
Millinery.
Hats and Caps.
The Waist Trade.
Cloaks and Suits.
White Goods.
Spring Prices, etc., etc.

Our correspondents in New York, London and Paris also contribute their special letters. These writers are in close touch with both the wholesale and retail trade in those cities and their information is recent and valuable.

In wishing readers of THE REVIEW a Happy New Year for 1902, we extend to them cordial thanks for many helpful suggestions and for much kindly appreciation of the paper. Our friendly relations with readers is, we hope and believe, founded upon mutual confidence and respect.

PUSH BETTER GOODS.

There can be no doubt, as we have said on other occasions, that the trade in the dress goods department is cut into just now, first, by the large extension of ready-to-wear goods, and also by the prevalence of plain fabrics, which makes the trade rather lifeless.

This extension of made-up goods is now being carried to a great extent, and we cannot help thinking that it is a perman-

ency. All the makers-up are going in more and more for this line, and are putting the best kind of work into it, and instead of being confined to cheap trade, a bid is really being made for good trade.

We trust our retail firms will push the expensive end of the line, letting the cheap goods go, as there is not so much money in them, while in well-made goods the profit is respectable.

THE PROSPECTS FOR 1902.

ONE hears on all sides satisfactory reports of the coming season. These reports do not emanate from commercial boomsters who are always crying out that everything is lovely, but from solid and serious merchants who generally know what they are talking about.

The country is in a healthy condition, as the few failures, the general promptitude of payments, the railway traffic, the bank returns, the buoyancy of the import and export trade, all go to show. Here and there, of course, districts exist where crops were not up to the level last year, and merchants in consequence have not increased their volume of business, and some of the woollen mills have closed down. These regrettable features are not sufficiently important to affect the general situation, which is good.

One thing is clear—Canada is steadily growing richer. Better goods are increasingly demanded, and naturally the margin of profit is larger on them. The dry goods trade is, of all others, the most likely to exhibit the profit by this tendency.

Importers tell us that they are often surprised at the rich fabrics and costly trimmings which are asked for in the smaller trade centres, while the city dry goods stores all over Canada are really able to compare with those anywhere.

Confidence in the country is a great factor in trade. It enables a merchant to enlarge his premises, to improve his equipment and reach for more custom, in the certain hope that his risk is warranted and that he will get a return on his investment.

This is the condition of affairs in Canada at the beginning of 1902, and it is one that may well put heart into business.

THE TRADE PAPER

Few merchants, whatever the extent of their business, do without a trade paper.

Twenty years ago a merchant could dispense with a great many things which are now necessary to the health and growth of his business. The lighting of the store, the size of the windows, the interior decorations, the internal system of management, the advertising, were all minor points. To-day they are all-important.

The merchant who says he has no use for a trade paper and has no time to read it is behind in something. He cannot know all that is going on in his trade world. He gets it condensed in his trade paper. He cannot afford to ignore what other bright men are doing to increase trade. If he were to try, his business would soon get the dry rot.

There is no better investment for the clerks, the store management or the merchant himself than the trade paper.

THE FOUR DOLLAR BILL.

COMPLAINTS have reached us of the new four dollar bills issued by the Dominion Government. It is complained that these bills look too much like the one dollar bills; that they are of thinner paper than is necessary, and that the design is not as good as it might be.

We have no personal knowledge of these bills, not having seen any yet, but if these complaints are true, it seems to us a pity that the Dominion Government do not make their four dollar bills as distinctive in design and as perfect in quality of paper as the notes for one and two dollar bills and the notes of the chartered banks.

The four dollar bill has never had a fair chance, because the banks do not like it and seldom give it out in change unless asked to do so.

CHANGE WHEN NECESSARY.

There is a report in circulation that the Dominion Ministers do not intend to make any tariff changes this year.

In spite of the list of changes which the Canadian Manufacturers' Association are suggesting it is said that the Ministers, in order to justify their policy of "stability of tariff," will simply decline to make any changes at all. They want to be able to say that the tariff has not been changed for so many years.

Now, it strikes us that this is more political than business-like, and that the Government will in the long run reap a harvest of trouble by neglecting necessary revision of the tariff. If they allow some of the industries of the country to become so depressed that business is affected, they will find it very hard to apply the proper remedy when, finally, changes are resolved upon.

THE JANUARY SALE.

As to what should be done this month, a good deal depends upon the size of stock, location of business, etc. That some trade stimulator is an effective means of reviving business in January is generally admitted. That "white goods" sales are not desirable is now a common belief in most Canadian stores. The Economist thus gives the New York practice:

"The plan of holding a general sale—all over the house—has been discarded by the more progressive merchants. It was found that after the first two weeks—in some cases earlier—the maintaining of interest in the sale became a matter of great difficulty. Then, too, the plan of a general sale left no choice as to what was to be slaughtered. There might be stocks which met with a steady demand at regular prices, but a January clearance sale having been advertised, the customers naturally looked for reductions on such lines as well as others.

"It was found thus to be better policy to hold separate clearance sales in various departments, taking prominent stocks during separate days or periods. On small stocks the sales were held simultaneously. In this way the interest of customers was continually stimulated, greater scope was given to the advertising and a continued air of novelty imparted to the store and its work. And, as above suggested, the stocks that were drawing customers and thus needed no additional aid were permitted to continue in this comfortable condition."

WE'RE AT THE FRONT

For Spring 1902



WE WISH ALL OUR FRIENDS IN THE TRADE
A HAPPY AND PROSPEROUS NEW YEAR.

Have you considered that your business for Spring and Summer will be better and bigger than any previous season—if you've got the RIGHT GOODS?

It will pay you to see our samples or stock, and by placing your order with us you take no chances.

To supply the increasing demand, our buyers have selected from the Foreign and Domestic Markets superior and more extensive lines of goods than ever before.

Our stock throughout every department is clean, new and attractive, and will ensure best results to those who handle our goods.

We thank our many customers for the liberal share of their orders accorded us in the past, and again solicit a continuance of the same.

Keep in mind:
Our best attention is given to every order—large or small. Our shipments are prompt and our terms are liberal. We feel satisfied that we can handle your orders to your entire satisfaction and profit. You'll make no mistake in giving us a trial.

EVERYTHING IN DRY GOODS==TRY US!

R. J. WHITLA & CO.

...Limited

McDermott St., WINNIPEG.

NEW CANADIAN COTTONS.

DURING the past month the Montreal Cotton Co. have been showing some fine imitations of Glasgow lawns as an addition to their Spring range. These are soft, gauzy materials that are extremely fashionable, and the high quality and finish of the goods guarantees for them a large sale.

We understand that the Dominion Cotton Mills will be showing some high productions in printed lawns in their Spring range for 1903. Our cotton companies are to be congratulated upon that enterprise which is leading them into untrodden fields for which they have a birthright.

There is one outstanding feature in regard to the introduction of these new domestic materials, that is, their hearty reception by the Canadian trade. The Canadian dry goods merchant, wholesale or retail, takes pride in any evidence that shows the cotton companies can do in Canada what they do in England or the United States. During the past month these new lawns have been objects of pleasing curiosity in the different dry goods and blouse manufacturing concerns.

CANADIAN SHIRTS.

Manufacturers of shirts in Canada have made great strides in producing their goods, and the merchants of Canada can now buy from the makers-up in this country shirts as well made and as up to date as any of the imported goods which have been held up to them as examples for so long. Certainly they are to be congratulated upon the finished article which they are producing at the present time.

AN IMPROVED SHIRT WAIST.

STEWART, ALLAN & LEMAISTRE are ingenious people and are always worth watching for new ideas. Their latest invention is a patent shirt waist that for simplicity, appearance and comfort beats anything we have seen.

The worst feature of the shirt waist of 1901 was its complexity. No one maker seemed to have hit a happy device whereby a man could put the cool garment on and off with rapidity or ease. Some involved a changing of the buttons to the inside of the trousers; others brought cotton string suspenders; others had a multiplicity of slip holes, button holes and bands, till the waist needed an index and a description of the way it should be manipulated. It remained for some inventive shirt manufacturer to simplify the garment, and Stewart, Allan & LeMaistre have hit upon a very happy device for so doing that should prove a boon to the trade and of considerable value to them.



Salem's New Shirt Waist.

The waist is to be worn entirely separate from the trousers or suspenders, which remain as before. The waist is held in place by an elastic band that is easily pulled through a series of loops and is held in place at each end by a button. This is the only piece of mechanism to the garment, and it is as efficient as it is simple. The end of the waist is turned up and held in place just as the wearer wishes by the elastic band



which fits easily around the waist. There are thus no tails as in many a waist. In fact, it is an ideal arrangement throughout, and any dealer who has seen it has gone quite enthusiastic over it. The waist will be made up to sell at popular prices.

GOOD VALUE IN HIGH-GRADE SUSPENDERS.

The Eagle Brand Manufacturing Co., Montreal, have put on the market a suspender to retail at 50c. that shows the best value, they claim, that was ever put before the trade in a suspender. The ends are made of the strongest and softest procurable leather, which is tanned in Japan. The button cast-off is employed, and also a wire backslide. Only the best quality of elastic is put into the suspenders to keep the article uniformly perfect throughout. Any member of the trade looking for a wearable suspender of good appearance would do well to write to this firm for a sample.

MR. HOWELL IS PRESIDENT.

The annual meeting of the Montreal Wholesale Dry Goods Association was held on Wednesday, December 11, in the Board of Trade rooms, the president, Mr. James Rodger, being in the chair.

The president submitted his report of the business transacted during the year, and it was unanimously adopted.

The election of officers for the ensuing year resulted as follows :

President—Mr A. W. D. Howell.
Vice President—Mr. George Sumner.
Treasurer—Mr. R. L. Gault.
Directors—Messrs. Geo. B. Fraser, P. P. Martin, A. Racine and R. N. Smyth.

Is there anything new in neckwear ? Some men's furnishers looked on the flowing-end shape as past, but the best trade in New York, Montreal and Toronto are still selling them in preference to any other shape. Messrs. Young & Rochester have been showing for Christmas trade some very rich effects in their new flowing-end shape, "The Barton," and for the Summer they have unequalled ranges in "Triplex," tubulars, a washing tie with lining woven to the edge, and "N.A.P." reversible Oxfords, at popular prices.

The Elevated Salesman

PATENTS PENDING.

"Not a Fixture only, but a Selling Salesman," for displaying

Lace Curtains, Tapestries, Embroideries, and the like.

"THE ELEVATED SALESMAN" is a frame with 30 track wires, on each of which a carrier travels back and forth. These carriers are provided with cloth pads, on which curtains are pinned. A rod is suspended from right hand side of each carrier, by means of which curtains are moved back and forward, thus avoiding handling of goods. Frame is 9 feet long by 40 inches wide, is fitted to hold 30 curtains, and, when not in use, all the floor space occupied is 54 inches by 40 inches. The frame is finished in Polished Oak, and can be suspended from or fixed stationary to ceiling, as desired.

"THE ELEVATED SALESMAN" WILL SAVE ITS COST IN A BUSY WEEK'S SELLING.

The following letter from one of the leading firms in Western Ontario will interest you:

London, Sept. 24th, 1901.

W. A. McDOUGALL, ESQ., London:

Dear Sir,—We have had in use one of your "**Elevated Salesman**" long enough to be able to say that it is a good thing. It displays the goods, keeps them out of the dirt, and sales can be made in less time than in the ordinary way. The men in our Curtain Department are high in its praise, and would not care to part with it. Yours truly,

JOHN H. CHAPMAN & CO.

Also the undernoted to our Manitoba and N.W. agent:

Winnipeg, 4th Dec., 1901.

WM. B. MACNAMARA, ESQ.,
480 Notre Dame Avenue, Winnipeg, Man.:

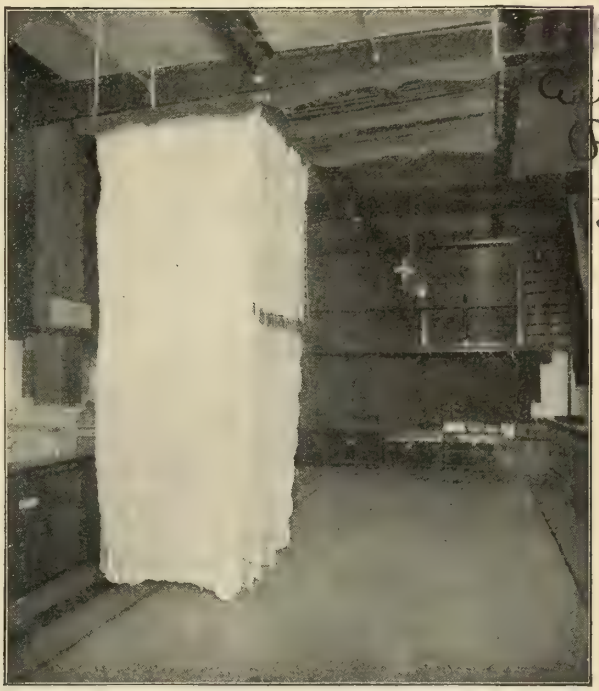
Dear Sir,—We write you to say that the "**Elevated Salesman**" which we bought from you some time ago is a very ingenious and useful article. You will remember that we hesitated for some time before placing the order with you, but now that we have it in use we would not be without it for double the price. We are quite confident our sales of Curtains have increased considerably since using it; in fact, we believe it will pay for itself in six months. Yours truly,

THE W. M. GIBSON CO.

"THE ELEVATED SALESMAN" is at work in numerous stores throughout the country, including the following: **Montreal**—S. Greenshields, Son & Co. **Toronto**—John Macdonald & Co.; The J. F. Brown Company, Limited. **London**—Smallman & Ingram (2 frames); J. H. Chapman & Co.; R. C. Struthers & Co.; Robert Scates & Co. **Chatham**—C. Austin & Co. **Owen Sound**—T. E. Vanstone. **Ridgetown**—Thomas Craig. **Petrolia**—Stirrett & Co. **Hamilton**—James Shea; The F. W. Watkins Co. **Newmarket**—Danford, Roche & Co. **Tilsonburg**—The John Northway Co., Limited. **Winnipeg**—The W. M. Gibson Co.; Robinson & Co. (2 frames). **Carman**—E. H. B. McLeod. **Rapid City**—Le Page Bros. **Birtle**—Hough & Crowe. **Portage La Prairie**—C. W. Willis; C. S. B. Burley; J. & E. Brown.

PRICE, $15.00

TERMS: 5 per cent. Cash 10 Days, Net 60 Days.



"THE ELEVATED SALESMAN."

Economize Space. Make your Ceiling work for you. Please your Customers.



"The Elevated Salesman" at work in Marshall Field & Co's warehouse, Chicago, Ill.

Manufacturer and Sole Controller for Canada:

W. A. McDougall

98 Carling Street, LONDON, ONT.

And at Port Huron, Michigan, U.S.A.

Western States Sole Sales Agents in United States:
MARSHALL FIELD & CO., Chicago, Ill.

Agent for Manitoba and N.W.:
W. B. MACNAMARA, 480 Notre Dame Ave., Winnipeg, Man.

THE GLAD SPRING TIME

From our viewpoint the outlook is bright

Our trade for the year just closing has been the largest in the history of the business, and so far our range of Samples for Spring has met with great success in the different Provinces, a fact which says more for the merit of our offering than we can write.

Having ample capital in the business all markets are open to our Buyers. It would therefore be to our discredit if our range did not contain the very best that is evolved in the leading millinery centres of the Foreign and American markets.

With the beginning of a new year our Representatives go out calm and confident, feeling that they have behind their offorts the force that counts most – correct goods at popular prices.

Wait for us – it will pay you.

Wishing you a Happy and Prosperous New Year.

Yours truly,

S. F. McKINNON & CO.

TORONTO and MONTREAL. LIMITED

Canadian Millinery Review.

Spring Season, 1902.

SPECIAL LONDON LETTER ON SPRING FASHIONS.

From Our Own Correspondent.

London, December 15, 1901.



DOLEFUL pessimist in one of the American theatrical companies lately invading the London stage sang "Nothing New." He summed up many phases of life, and concluded that in all there was "nothing new," but simply the "same old tricks" and the "same old game" played in different methods.

REVIVALS OF OLD STYLES.

He did not include fashion, although he might very well have done so, since in this, of late years, there has been nothing absolutely new brought forward. The "same old" styles from different periods are brought out with some little variations and put forward as new models or designs, but their original prototypes can easily be traced in turning over the fashion plates of the last 50 years. As an instance, Paris costumiers are, just now, much inclined to decorate both bodices and skirts with long stole-shaped bands of velvet, in almost the exact style shown in the Paris fashion plates of 1857. These plates illustrate, too, the double skirt, the velvet inset vest, the bell and elbow sleeve, the muslin or silk inset sleeve under an open coat sleeve, just as we have them now, with hardly any perceptible difference. In some cases there is none, and beyond the fact that the absence of crinolines in the latter-day figures gives an air of modernity, and that the headgear is different, the old plates exactly represent the Paris mode of the moment

Paris shows some excellent things in ribbons for Spring that are choice enough to win the attention of milliners again. It is doubtful, however, if they can be induced to discard piece goods for millinery purposes. Silk, mousseline, chiffon and tulle appeal more directly to them for the voluminous folds, torsades, choux and tucked trimmings that characterize the present, and it seems the coming mode too. Ribbon manufacturers, however, make a bold bid for favor in the designs put forward for 1902, and it is to be hoped success may follow. In a splendid collection noted in the famous house of Gaillot & Guinot, avenue d'l'Opera, Paris, a big feature is made of new style chines in wide widths, with small white spots over the flowered face, white peau-de-soie, with woven floral designs, as huge purple convolvuli, on white or cream silk is a handsome novelty. So, too, is a broad striped alpaca ribbon, shading from pale lavander at one side to darkest violet on the other. White panne ribbon, mottled in blue and white marble effects, is very good. The great novelty in this collection of ribbons and trimmings is natural grass muslin, with colored silk woven designs, and other novelties show lisse with applique lace designs in self-colored Jap silk and button-hole embroidery. Black Jap lace designs are also applique to all our Russian net in cream and white.



A picture hat in black crin, with a rouleau of black tulle around the crown and on the edge of the brim. Black and white ostrich feathers are gracefully disposed over the left side, with a single black feather under the brim.

PARIS IDEAS IN GOWNS.

For the coming Spring and Summer fashions, it is not unlikely that the French designers will go further back for their inspirations. Redfern, the chief English tailoring house in Paris, was recently entrusted with the creation of costumes in an important production of a pompadour play with Mme. Jane Harding in the leading role. This artist has for some years inspired fashions in many ways, and her splendid gowns "A la Pompadour," with draped or pleated skirts and bunched hips that slightly suggest the panier, are much talked of, and have already influenced a demand for modern costumes that suggests the quaint modes of this interesting period. The long and narrow-looking waist, induced by the modern straight-front corset, has full play in this mode and will help its revival. Empire styles have had a long run and a variation may be welcomed, as change makes for the good of trade.

THE LOOSE COAT.

The most striking feature of the newest coats is the loose-fronted and long-skirted type that is sometimes pronounced Japanese in character, from the formation of the open sleeve and the fronts that are cut in kimona fashion. For evening, carriage and motor coats this is the most approved style and

Wholesale Millinery

OUR ASSURANCE { A Happy and Prosperous New Year

is assured to you if you will but follow the example of a great majority of Millinery buyers of Canada in placing your order for Spring and Summer Season with us.

COMPARISON OF VALUES WILL CONVINCE YOU.

THE D. McCALL CO. LIMITED

MILLINERY—Continued.

is, in fact, a rage, that by many good judges is said will surely make its influence felt on the Spring coats.

SLEEVES AT PRESENT.

Sleeves are in all cases close-fitting to the shoulders from which they fall with a downward slope and are rarely tight-fitting at the wrists. They usually widen out to the elbow and there end in a bell-shape that is filled in with full Japanese sleevettes of silk or muslin. These bell sleeves have frequently wide-turned back cuffs that show handsome embroideries in oriental coloring and character.

Our illustrations include a representation of the newest form of London tailor-made styles in coat and skirt costume. The sleeves indicated there, as also the collar, will be safe guides to follow for Spring styles.

SPRING IN THE STRAW DEPARTMENTS.

Someone has aptly said that "Straws show which way the wind blows" in coming fashions, and they certainly are the earliest lines to make their appearance and suggest that Spring is near.

Very fine collections are already to be viewed in the city straw houses, and in these, the chief novelties are in the finest Italian pedal and Tuscan blocked in the familiar and popular Panama shape. Big business has already been done in these lines and the anticipated scarcity of real Panamas next year will be fairly met by their timely introduction.

THE BRETON HAT.

The sailor hat, as we have known it for so many seasons, is not thought well of for the Spring or Summer. Its place will be taken by the Breton sailor, now brought forward in white or natural cuba, crin, tuscan, chip and fine pedal, besides many fancies. Though this shape jumped into great prominence somewhat late in the last season, after a big run at the Continental watering places, yet it is expected to be one of the leaders, if not the leader, for 1902.

A NOVELTY SAILOR.

The well-known manufacturers of the "Orb" hats, Vyse, Son & Co., Limited, have brought out a novelty in sailors that is expected to go well. It is a reproduction for ladies' wear of the narrow-brimmed "American Sailor," as worn by men on "the other side." It is made of a rough, very glossy and wrinkled Jap plait, with a triple row of plait at the edge. This makes it less hard and more becoming for woman's wear. It is banded with black velvet or silk ribbon, with a neat bow on the left side, and is certainly very smart in appearance and a capital realization of the hard-wearing sailor for boating, cycling, golfing or travelling. It is known simply as "The American Sailor," and, under that name has already been ordered by the retail trade in quantities that augur an assured success.

MILLINERY TRIMMINGS.

Trimmed millinery models show a liberal use of ostrich feathers in picturesque styles, and much foliage as trimming for indented capelines. The latter shapes in natural or colored Italian fancies will be leading lines in the Spring trade, and will share, with improved versions of the "Marquise" or "Tricome" the honors of first position in the milliners' favor.

Tea gowns, wraps and nightdresses all show various tasteful evolutions of the wide turn-over or sailor collar, and the latest notions under this head are here illustrated by favor of Stapley & Smith. The nightdress of white batiste shows a new collar embellished with a double and lace trimmed frill, and open-work embroidery loops, a similar ornamentation finishing the sleeves. The smartly designed wraps indicate in addition to the new collars the tendency of the fashionable sleeves in morning gowns and wrappers.

A. MEEHAN.

We Would Like to Get in Touch with You.

We have most of the Ontario Milliners on our Customers' List, but there are still a few with whom we have not yet got in touch.

Every individual Millinery Business has its own particular requirements, and perhaps a little out-of-the-ordinary treatment would help yours.

We make a close study of the needs of every district in Ontario, and can often materially assist a customer in choosing goods. We never take advantage of a customer's confidence.

Are you perfectly satisfied with your Wholesale Millinery House—sure that it would not pay you to make a change for part, or all of your orders ?

If you have any doubts in the matter we know it will pay you to hear what one of our representatives will be pleased to tell you—all about our manner of doing business, our styles, goods, etc., and why we have, in four years, grown to be one of the largest exclusively millinery houses in Canada.

If you have no doubts—well—we can't do much with you, but still we'd like to have you visit our Spring Openings in London, Toronto or Ottawa, and get acquainted with you. At these Openings you will be able to inspect more Pattern Hats than are shown at any other Millinery Opening in Canada. These patterns will all contain the most original and up-to-date ideas, and you don't have to buy.

Our business for 1901 was nearly double our sales of 1900, which proves conclusively that we can, and do, give better values, more correct styles, and closer attention to our customers' wishes than any other Millinery House in Canada.

Our Millinery Openings will be held in

London, **337 Richmond St.**

Toronto, and **50 Bay St.**

Ottawa, **Russell House.**

We invite all interested Milliners to visit our displays.

Clark, Van Delinder & Co.

Wholesale Millinery,

London, Canada.

B 461
JAN 30 1902
RETURNED

New Millinery

There are two kinds of Millinery --- the **fresh, new, stylish** kind---and---the **"other kind."** Nearly all the trouble comes from the **"other kind."** We haven't any of the "other kind"---ours is **all new.** You can't possibly make any mistake here. We have no old goods. Come in.



J. W. PENNOCK & COMPANY

WHOLESALE MILLINERY IMPORTERS,

44 Yonge Street, - - TORONTO.

Established 1830.

J. NICKLIN & CO.

REGISTERED SAJONIC TRADE MARK

Great Charles Street, BIRMINGHAM. ENG.

— MANUFACTURERS OF —

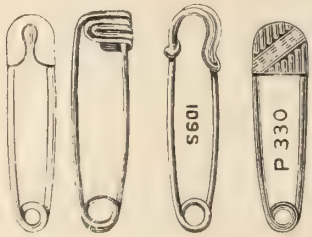
SAFETY PINS, CURTAIN HOOKS, HOOKS AND EYES, BLOUSE PINS, EYELETS, METAL BUTTONS, BUCKLES,

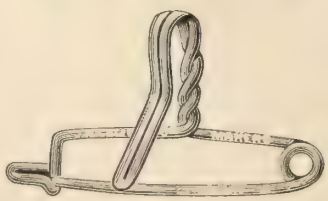
CORONATION MEDALS, ETC.

Of Best Quality Only.



M 7 YELLOW.





SEE THAT GOODS BEAR TRADE MARK.

Window Display Fixtures

RETURNED



Wax Figures all Styles and Prices.

Wax Figures

MANTLE FORMS

Flexible Figures

Ribbon and Glove Cabinets

Send For Large ILLUSTRATED CATALOGUE Post Free

A. S. Richardson

SHOW ROOMS: { 425½ Yonge St., TORONTO, Ont. / 714 Craig St., MONTREAL, Que.

43 4/61
RETURNED
JAN 30 1902

New Millinery



When you think about buying millinery, you naturally think of **new, fresh** goods—something different.

Last year's millinery was all right, so was last year's calendar — **last** year.

This is another year.
Our stock is ALL NEW.

J. W. Pennock & Company

Wholesale Millinery Importers,

44 Yonge Street —— *TORONTO.*

J. M. WOODLAND & CO.

FULL RANGE OF LATEST NOVELTIES FOR SPRING TRADE WILL BE READY BY JANUARY 15.

A CALL SOLICITED

10 Wellington St. East
TORONTO

MANUFACTURERS OF . . . . .

Ladies' Fancy Hats and Millinery Specialties

I Make Hand-Made Wool Mitts.



They are different from the ordinary country mitts, because they have **uniformity and style.**

They have no **sewn seams,** because they are **Hand Made.** My popular lines retail at 25 and 35c. for Men's, and 20 and 25c. for Boys' sizes.

For sale by all the leading wholesale houses in Canada.

Be sure you ask for **PAGE'S.**

GEO. D. ROSS & CO., Selling Agents for Montreal, Toronto and Winnipeg.

LEO PAGE, OJIBWA, ONT.

New Millinery



Buy only bright, NEW, UP-TO-DATE goods.

Spain was behind the times—out of date and out of style. You know what happened to Spain.

Come where things are ALL new and it will be easy to buy the right and stylish goods.

A COMPLETE range.

J. W. PENNOCK & COMPANY

Wholesale Millinery Importers. 44 Yonge St, TORONTO.

We wish you all
the Compliments of the Season

Bruce Mfg. Co.

Ladies' and Children's Headwear



Warehouse and Factory:

192-194 King St. West
TORONTO

Peau de Line

The Latest Thing in Silks



It is a soft, pliable fabric of an altogether new construction. It is made of pure silk, and because of the material and its unique weave, it drapes to perfection. It comes 21 inches wide in the natural shade and also in all the colors.

Peau de Line is just the thing to recommend to your customers, because of its novelty, its beauty, its durability and its graceful hang. For waists, skirts, linings, and light wraps, it is without an equal. It is within the means of all.

You will not be doing justice to yourself unless you look into this.

Your stock will not be complete without PEAU DE LINE.

RETTGER, ALLEN, SILK MANUFACTURERS.

C. C. RETTGER

SOLE AGENT

462 Broome Street - NEW YORK

New Millinery

Our Spring Opening is going to be *worth while.* There will be many good things going---some *"aids to success,"* and they will be *all* new.

Can you do with some prosperity ?
Come in and get your share.



J. W. Pennock & Company

WHOLESALE MILLINERY IMPORTERS, 44 Yonge St., **TORONTO.**

RETURNED JAN 30

MILLINERY—Continued.

S. F. McKINNON & CO., LIMITED.

An announcement of much interest to the trade was made last month in connection with the firm of S. F. McKinnon & Co., Limited, the president of the company, Mr. S. F. McKinnon, who has so long stood in the forefront of the wholesale millinery trade in Canada, having sold the greater portion of his interest to Mr. J. M. Alexander, Mr. George Caldbeck and Mr. John S. McKinnon.

All through his long history of nearly 30 years Mr. McKinnon has always been recognized as the tower of strength of what has been a most successful business, under whose guidance it forged ahead from year to year, and never once, in good times or in bad times, did a semi-annual balance show unsatisfactory results. As an evidence of the progressiveness of the business, Mr. McKinnon retires at the end of a year which shows the largest trade in the history of the business, a fact which not only speaks volumes for him who has been its head, but should give great encouragement to those who have purchased his interest, it being a business opportunity which comes to few.

Mr. McKinnon does not take all the credit to himself, and says that much of his success is due to the many capable and faithful employes whom he has had during his business career. At least seven or eight of the men now associated with the business have been there for from 18 to 25 years. Mr. Wm. Guthrie, who has been connected with it for 19 years, is a member and director of the company. Strong men take Mr. McKinnon's place. Few business men are more widely and favorably known or enjoy the confidence of the trade in the same marked degree as Mr. Alexander. As as old millinery man of the firm of Alexander & Reid he conducted the most successful wholesale millinery business of its day. Since joining S. F. McKinnon & Co., Limited, three years ago, he has been vice-president of the company. Mr. George Caldbeck has been one of the most successful business men in Western Ontario. Add to his undoubted business ability his large capital, and he must make a strong man on the new directorate. Mr. John S. McKinnon is a nephew to him whose name the company bears, and in the three years during which he has been a director he proved himself to be a progressive, up-to-date young business man. The company are left with the same amount of capital as before, and, with such a trio comprising the directorate, continued success is sure to follow the efforts of the company. Mr. R. Millichamp, who has been a member and director of the company for the past three years, retires with Mr. McKinnon.

The following letter is one of many of a similar nature which Mr. McKinnon has received since the announcement of his retirement from the business was made:

THOMAS ADAMS & COMPANY, LIMITED,
Nottingham.

Nottingham, London, Calais, Paris, St. Gall,

S. F. McKINNON, Esq.,
Toronto.

My Dear Sir,—Some kind friend has sent me a copy of The Globe of your city of November 16, by which I am very pleased to learn that you are about to retire from active business life and to take a trip through the Mediterranean to the Holy Land and Egypt the early part of the coming year.

I am pleased to congratulate you upon your successfully terminating a business career, and wish you most heartily many years of good health and happiness.

I do not like to think how many years back it is since I had the pleasure to make your acquaintance, but in all my relations with you it has always left behind a desire to meet you again.

I well remember the occasion of my meeting with you in London when you had decided to pay your old creditors the unpaid balance of

THOS. MAY & CO.

Wholesale Milliners
and Manufacturers of
Mantles, Costumes, Skirts, Etc.

MONTREAL



We have now moved into our new and spacious factory, No. 444 St. James St. Having greatly increased our plant, we are in a position to fill all orders promptly. Our travellers are now on the road with a full range of Spring Styles, and it will be to the interest of every keen buyer to inspect them before placing orders, as not only price, but style and fit are most essential in all Tailor-Made Garments.



Our Travellers

are also carrying a full range of samples of the Manhattan Silk Waist Co., whose selling agents we are. This company now occupies part of our large factory, which enables us to supervise the filling of orders and give prompt attention and quick delivery of **all orders** placed for their goods.

They have added a very fine line of Silk Petticoats to their output, and the fit, style and value of their goods stand prominent in the trade.

yc ir indebtedness to them. This action on your part fully confirmed the good opinion I had always held of you, and I do not hesitate to say that the money paid on that occasion was the best investment you ever made.

In conclusion, let me say that those of us in connection with our business who have the pleasure of knowing you—Mr. Mason, Mr. Royle and Mr. Wadsworth—all join in wishing you long life and much happiness.

Yours faithfully,
F. CARVER.

A YEAR'S RECORD.

One of the business features of S. F. McKinnon & Co., Limited, is to promptly meet and welcome their friends as they enter the door of their establishment. The representative of THE DRY GOODS REVIEW must be put on the same plane as the buyer of a thousand dollar parcel, as he is always met and dealt with in their usual prompt, courteous business way. A remark was made by our representative along this line, when a member of the company said: "It is one of our outstanding principles to try and make everyone feel at home while in our warehouse." On the occasion of this visit, like many previous ones, a short chat was indulged in, with millinery as the chief topic.

In speaking of their own trade, which practically closes with the end of the year, he said that it had been most satisfactory in all departments. "In fact," continued the company's representative, "we are rather elated over our business for the year just closing, as the figures show the turnover to be the largest for any one year in the history of the business. Also we are in a good position to judge pretty correctly as to the season's trade in the different sections or Provinces of the Dominion. Neither of us has time, nor have you space in your valuable journal to give our reasons for our belief, but we believe and are convinced from our own experience and observations, that not only has it been a good millinery and mantle season, but very much above the average. Another thing which we feel sure of is, that if the fine weather which we are experiencing on this December 21 continues until after the holidays, stocks both in millinery and mantle classes will be low, a feature to be desired at the end of the season, as it is becoming more difficult each season to deal with goods that are carried over to a second season.

"As big results urge ambition on to greater, we are making great preparations for Spring, and, while courteous treatment is a power in business, what every businessman is looking for and must have is the correct goods. We have had one foreign buyer in the European markets since early in September, and a second one since early in November, also a third who has visited the leading American markets. As viewed by us, their combined efforts enable us to bring before the trade the most desirable collection of Spring samples it has ever been our pleasure to show.

"Our army of gentlemanly representatives are now enjoying a well-earned holiday, but will again start off on January 2 to continue their respective routes in the different Provinces.

"On the same date our special representatives continue their trips with a large and complete range of invincible and irresistible McKinnon-made jackets, costumes and skirts.

"We do not presume to dictate to any buyers, but simply ask them to see our collection before placing their Spring orders. It is worth their while, if only as an educator."

A NOTED GLASGOW FIRM.

The name of Willis, Nelson & Co., of Glasgow, is a familiar one to readers of this REVIEW, and in this issue they will observe the firm's announcement in connection with the Spring trade. The firm's representatives in the Dominion are J. Howard Stowe, 30 Wellington street west, Toronto, and Lester Gill, Vancouver, to whom inquiries may be addressed.

BIGGER SALES THAN BEFORE.

The travellers of the D. McCall Co. have now been on the road for some six weeks, and high compliments have been given their goods. Indeed, the firm are placing orders exceeding those of any other year. In staple millinery, silks, and other counter attractions, large orders have been placed; and in soft-finished ribbons, liberty satins, etc., which for dress trimmings and neckwear are to be used very much in Spring, the assortment is an exceptionally large one. Another foreign buyer has been added to the staff, who is now in the Old Country looking after the latest and most suitable novelties for this market.

EARLY SPRING TRADE.

The John D. Ivey Co. are now receiving their early importation of new goods for Spring trade. These advance shipments give a good idea of the materials and colors that will play an important part in the composition of millinery, and very pretty combinations of colors will be arrived at, for the harmony of the new shades suggests soft blending.

There seems to be quite a revival of green in new, fresh tints with a slight tone of pink in them, which are particularly adapted for early wear, for they combine so prettily with



A London tailor-made coat and skirt costume, for early Spring, of light beaver-colored face cloth, with strappings of glace silk in a darker shade. The Godet skirt is ornamented with five rows of cording in addition to the silk strapping.

MILLINERY—Continued.

contrasting colors. The newest shades in pink are on the veaux rose order, with a red tone in it. Castor chocolate, silver and steel grey, turquoise and sky and navy blue will be the fashionable colors in materials.

For flowers, the tendency is toward smaller effects, June roses, violets, cowslips, jonquils, daisy buds and grasses. Floral toques made of these, with a trimming of tulle, chiffon or lace, are extremely stylish pieces of headwear. Foliage is more in evidence than ever, the most novel being white velvet. This makes a very pretty hat-brim.

The materials are nets, plain, embroidered and jetted, tulles, chiffons and laces. The newest of these have linen introduced as if appliqued on the square-mesh net. Straw braids are of very light, soft and pliable makes. All-over straws are still used for draping purposes. Crinoline braids and Tuscan are well shown. Liberty silk and satin ribbons in wide widths are the favorite makes, for they are so light in weight. Velvet ribbons will be indispensable in all widths.

The straw hats are shown in great variety of shapes and braids, as Panama body hats, Japan and Chinese plait, Italian mixtures and Swiss makes. The Paris sailor hat will be an exceedingly popular hat for early wear. The shapes are rather flat and quite large. The smaller hats and walking hats are indicative of Continental shapes.

As to ornaments, cut steel (the fern design is new), rhinestone and gun metal are seen, as also jet rhinestone, pearl, small cabuchins with pearl garnitures, and pearl fruit.



An indoor costume in greyish blue hopsack, with strappings of black velvet (en bias) and small gilt buttons. The inset sleeves and vest are in cream-colored Japan silk.

NEW FIRM IN TORONTO.

The new wholesale millinery firm of J. W. Pennock & Co., which has just been started in Toronto, has at its head a man who is pretty certain to make the business a big success. Mr. J. W. Pennock has been a good many years in the millinery business in all its dspartments, travelling, buying and managing. Four years ago the firm of Clark, Pennock & Co. started in London, Ont., in which firm Mr. Pennock was the leading spirit, having been warehouse manager and also doing a good deal of the buying.

Under his management the progress of the firm was remarkable. Two years later, Mr. Vandelinder joined the company, and, after remaining in the firm a couple of years longer, Mr. Pennock sold out his interests. When leaving London, the popularity of Mr. Pennock was seen in the enthusiastic "send-off" given him, when he was presented with an address and a gold-headed cane by the staff of the firm he had just left.

The present firm being a new one, every article in the stock will be brand new, an imperative feature in an up-to-date millinery business, and, with Mr. Pennock's experience in buying in the French and British markets, where he has lately gone for Spring goods, it may be taken for granted that the assortment will be hard to beat. Then, his very strong personal connection on the road is bound to do great things for the new firm. He goes out himself a good deal on the road and in this way he comes into close contact with retailers all over the country, which aids him in supplying their wants and knowing the trade conditions better.

The new business will be conducted along the same lines that Mr. Pennock found so successful in London, and, with his added experience, the firm of J. W. Pennock & Co. will be one of the most pushing, and no doubt successful, in the country.

ENGLISH STRAW HATS IN CANADA.

Is there ground for the statement of an English authority that in ladies' straw hats trade is going past England? A Luton correspondent of The Hatters' Gazette says that the export trade in plaits is less this season. Australia has established trade direct with Japan and China. New York is buying Italian and Swiss braids direct, while the United States is "absorbing our Canadian trade for hats and plaits." He goes on: "It is commonly reported that most, if not all, the Canadian buyers have instructions not to place orders for English straw hats. It is found by experience that although such goods are much dearer in New York than in London, yet the nearness of the market more than counterbalances the difference from the time saved in transit."

Wishing to get at the facts of the case, THE REVIEW asked a member of a leading Canadian wholesale importing millinery firm what truth there was in the correspondent's statement. "It is true," he replied, "that during several years past orders for these goods have been more and more going to New York. There are several reasons for this. The Canadian houses find that for style they must instruct their buyers to buy in the United States, and he can get a nicer sailor or walking hat there than in London. On the other hand, for value the English hat is ahead. There's an English hat, for example. We could not buy that hat in New York, or any of the same class in mohair effects, and sell it at double the price. Then, too, in cheap sailors the English will beat out the

MILLINERY—Continued.

Americans, though when you get to the more expensive sailors the superior style shown in the American makes captures the Canadian trade. In elegant high-class goods the English still hold the trade, because in value and materials they cannot be touched at the price. For the ordinary hat, however, the English make hasn't the style of the American, so that where a Canadian buyer places an order for 10 dozen English hats he will order 100 dozen American. Of course, a Canadian buyer who has taste in hats and knows what will sell here, does not select something intended for India or South Africa He can often buy a nice hat in England and, if it is properly pushed out here, it will outsell anything the Americans can produce. But this is an exception, because, as a rule, we follow New York styles, and the hat business is of such a kind that our proximity to that market enables us to visit it often and get goods quickly.



Spring Novelties in Lingerie.
(By favor of Messrs. Stapley & Smith.)

"But that is not the only cause of the tendency to diminish English purchases. The English makers do not pack their hats properly. Probably they take more trouble and do it more expensively, but their methods are inferior to the Americans. The latter put the hats in round cartons of stiff cardboard the size of the hats, which are piled on top of one another with a piece of stiff cardboard between each. They arrive in satisfactory condition. The English hats are packed in two or three rows in a box with much tissue paper folded between, but not perfectly flat, so that in transit the rims get bent and the hat arrives with an old appearance. The English head sizes also often run too large And, as I have said, they lack style. The manufacturers seem to make no real study of the American or Canadian wants, and do not visit this continent enough to keep in touch with what is required. These are some of the reasons why the English hat manufacturers are losing their Canadian trade."

ON THE ROUNDS.

THE DRY GOODS REVIEW representative, in making his rounds last week, had the pleasure of calling on the well-known firm of Clark, VanDelinder & Co., wholesale milliners, of London, Ont., and, as usual, found the members of this enterprising firm head-over-heels in work, indicating the healthy condition of their business.

In discussing their last year's business, the firm stated that it had been the heaviest in their experience, and, that while they had been expecting a large trade, the volume of their increase greatly exceeded their expectations. The marked growth of this firm's business during the past few years is strong evidence that those responsible for its management are energetic and able men, possessed of a thorough, practical knowledge of their business and of the happy faculty of convincing the trade that they carry the right goods and sell them at right prices.

Indeed, Clark, Van Delinder & Co. have an enviable reputation for carrying goods which are not only critically correct in style, but are peculiarly adapted to the varied conditions of different localities, and of selling them at prices which at once appeal to the trade. This is largely owing to the methods of their buyer, Mr. Chas. Clark, who keeps himself in constant touch with the trade. Mr. Clark travels on the road among the firm's customers four months in the year, spends five in Europe searching the markets and three months in the warehouse. In this way he keeps himself in constant touch with the requirements of their customers, and the firm claim, and justly too, that he is thus able to buy much more intelligently.

The trimmed hat department of this firm has become so popular that they always have a big crowd at their different openings, the milliners all being anxious to see their enormous display of trimmed goods. Already they are making preparations for their Spring openings, which, the firm say, will surpass anything they have ever yet given.

Mr. Clark, their buyer, is at present in Europe, and will not return to New York until the end of January.

ADVENT IN MILLINERY.

The caprices of fashion require the keenest attention and foresight, and this is especially necessary in millinery art.

The advent of J. M. Woodland & Co. in the manufacture of ladies' ready-to-wear and fancy hats has been a decided acquisition to the trade in Toronto, as no pains or efforts are spared in obtaining from the foreign markets the latest ideas and styles as they develop. Mr. Woodland has been connected with the millinery trade for many years and is thoroughly conversant with all matters relating to headwear, having been buyer for that particular branch of the business for one of the largest wholesale houses in the city. Profiting by experience and being up-to-date in style, qualities, and workmanship no well-appointed millinery establishment should fail to examine their lines.

A NEEDLE AGENCY ACQUIRED.

The Wilkes, Westwood Co., Toronto, have been toning up their business during the past year or so, and increasing their capacity. After years of experimenting, they now have six travellers selling their goods, selected for being the best smallwares salesmen obtainable. The firm have recently been appointed the sole selling agents for Abel Morrall's world-famous needles. This Old Country house have the high-class trade of England in this line, and have a reputation extending over 100 years. They supply all the sewing-school trade in Great Britain, and have sold to all the large retail trade in Toronto for some years. They are, indeed, the largest and best firm in that business. In the Wilkes, Westwood Co.'s warehouses may be found also everything necessary for an up-to-date smallware department in a dry goods store.

The Canadian Wrapper Co., Montreal, are showing about 20 designs of Spring wrappers in all the latest fabrics and styles. Mr. A. Saunders, the manager, has been down to New York within the past month posting himself on the latest ideas. This company have established an enviable reputation for turning out high-class goods, and their Spring range is strong on the more tasty garments.

PHILLIPS & WRINCH, LEADERS IN SMALLWARES, TORONTO

The "Brittany" Girdle Buckle

(Patent Pending)



Designed for the new wide girdle belt.

The "Brittany" Buckle allows the belt or girdle to fit close to the form, producing a graceful and symmetrical effect.

The "Brittany" Buckle is the only perfect buckle for the girdle belt.

CONTROLLED AND SOLD ONLY THROUGH US.



The "Snaffle" Belt

(Patent Pending)

The "swellest" thing in belts; very attractive, yet neat and in excellent taste. We predict that this belt will outsell everything in belts this season.

CONTROLLED AND SOLD ONLY THROUGH US.



The "Rosette" Belt

(Patent Pending)

The very latest effect.
The "Rosette" Belt is one of the neatest belts we have ever made.
It is certain to become a very popular line. It appeals to people of good taste.

CONTROLLED AND SOLD ONLY THROUGH US.



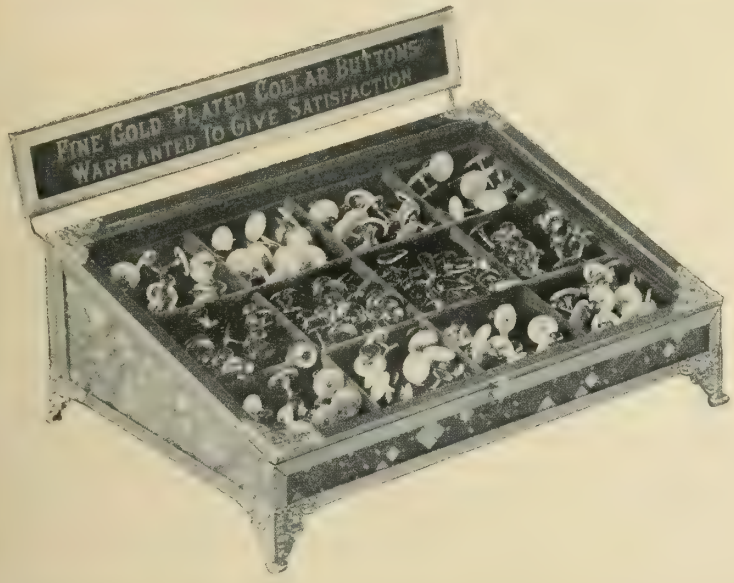
Chatelaine Bags

in leather and beaded effects, will be very fashionable for Spring. We are making up some of the best values we have ever put out, to retail from twenty-five cents to $3.50.

We believe that a big business will be done in belts during the coming season, and acting on this belief we have made preparations to handle it. **As usual, we shall control the leading novelties.** These can only be purchased through us. Our line will contain all that is most fashionable (to retail at popular prices), in silk, satin, elastic, leather, etc. Small steel ornaments will be used extensively and we will show them in good patterns.

PHILLIPS & WRINCH, Manufacturers of Belts, Hose Supporters and Jewelry
OTTAWA AND QUEBEC. 5 Wellington St. West, TORONTO

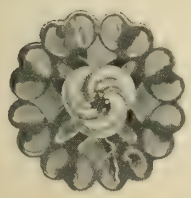
PHILLIPS & WRINCH, LEADERS IN NOVELTIES, TORONTO



Let us send you this handsome nickel-plated metal and glass show case, velvet lined, filled with one-gross Collar Buttons, assorted sizes, assorted styles, gold-filled, sterling-silver backs, pearl backs. Every Button warranted. We know you will be pleased with them.

$9.00 PER GROSS.
Show Case Free.

We have cheaper lines if you want them.

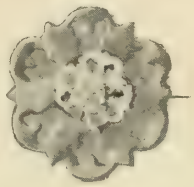


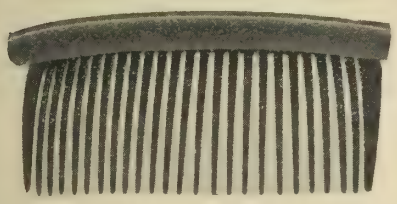
Our New Brooch Assortment,

No. 69.

A very pretty gold-plated Brooch with fancy centre, set with good imitation stones. You can retail this at ten cents. It is as good a brooch as some houses ask $2.00 per dozen for.

SOLD ONLY BY US.





The Newport Roll Comb

This is the newest production in Hair Ornaments.

We have them in different styles to retail at popular prices.

Gold Bricks for Sale

is a bait for illiterate farmers. This advertisement is intended for wide-awake and up-to-date merchants who want goods to make trade "hum."

Latest Novelties in Jewelry for Men and Women.
Hair Ornaments and Hair Pins. Men's Belts. Muff and Boa Chains.

Our nine travelling men are out now on their respective routes, covering nearly all the cities and towns from the Atlantic to the Pacific. If they do not reach you, let us send you a selection parcel of the goods advertised here. **WE SHALL PLEASE YOU,** and we are confident you will send us repeat orders.

SOLE AGENTS for the celebrated Needles of W. WOODFIELD & Sons, Redditch, England.

Have you good stocks of *"Cushion Grip"* Hose Supporters in your Notion and Corset Departments?

PHILLIPS & WRINCH, Importers of Smallwares, Hair Ornaments, Needles, etc., OTTAWA AND QUEBEC. 5 Wellington St. West, TORONTO

The Manufacture of Fingering Yarn.

A Visit to the Vast Establishment of J. & J. Baldwin & Partners, Halifax, Eng.

THE engraving which appears in this issue on page 73 tends to give a faint idea of the vast mills of J. & J. Baldwin & Partners, Halifax, England, manufacturers of the celebrated "Bee Hive" knitting wools.

These mills are packed with the most modern machinery for every process necessary for the manufacture of their goods, giving employment to over 1,000 hands. Their knitting wools, which have been before the public for a century, have obtained a world-wide fame by reason of their excellent quality and durability. This perfection being obtained by the most careful selection of all wools, which are bought in the raw state.

THE REVIEW'S representative had the pleasure of being shown over the mills a short time ago, and witnessed the wool being put through its various processes. On leaving the sorter's hands it is taken to the washing department, entering now upon its first mechanical treatment. Passing through successive washing machines, it is alternately steeped in soapy water, and then squeezed through rollers, each time leaving a little more dirt behind, until it is clean enough to undergo further treatment. This it receives in another room, called the carding-room. Here the wool in its natural loose form is seen for the last time, while automatically weighed and fed into a carding engine. This is a large machine consisting of numerous rollers, each covered with thousands of steel wire points like bristles in a brush, which straightens and opens out the fibres, and at the same time shakes out any foreign substances, such as straws and vegetable matter that may be adhering to the wool. From the last roller of this machine the wool is stripped off in a continuous length, of ribbon-like appearance, which is technically called the "sliver."

The next process is a very important one in the manufacture of the "Beehive" wools, viz., the separating the short hair from the long. The balls of "sliver" are placed on ledges, which form part of a circular combing machine, which, by wonderful mechanical ingenuity, places the "sliver" upon circles studded with rows of steel needles. These circles immediately separate from each other, drawing the fibres out with a combing motion, and separating the long hairs from the short. The latter being of no further use in this particular industry are sold for making blankets and other goods, but the former are what is required for knitting wools. These fibres are slightly twisted together and then drawn off again in ribbon-like form into cans and put through a small machine to make it into large balls, which are then conveyed for further treatment to the drawing room. In this room the "sliver" is gradually drafted or drawn out on machines, which essentially consist of two rows of rollers, the front set revolving slightly quicker than the back set. While passing through a succession of these machines the density of the "sliver" is slowly diminished until it is finally wound on to bobbins, a "roving," no thicker than ordinary twine.

From the drawing-room the wool, now termed a "roving," is taken to the spinning-room. Here the method of procedure is somewhat similar to that of the drawing-room, for the "roving," on the spinning frame, is still further drafted before being spun or twisted, so as to give strength to the thread. This done, we have a single thread of yarn finished. It only remains to take two, three, four or more of these threads and twist them together, when we have two, three, four or five-ply fingering. Both these processes take place in the spinning-room, and then the finished yarn, still on bobbins, passes to the reeling-room. In this room the last mechanical process takes place, the yarn being wound off the bobbins on to wooden frames, on which it is measured by lengths into hanks, and, while on the frames, tied up into skeins or half cuts. These hanks are then scoured to remove all dirt that has got on to the yarn during manufacture and are taken (with the exception of heather mixtures and fancy mottles which have been dyed before spinning and therefore only require to be dried and made up into bundles) to the dyehouse to be dyed. In the dyehouse the hanks of yarn are spread on sticks, and, as no machine has yet been invented capable of carefully working the yarn in the dyebath without injury, the old method of hand dyeing has to be used.

However, on the other hand, the dye materials have vastly improved, so, being their own dyers, they can select the best dyes that can be obtained, and thus send out shades which are as fast to light and resist washing as it is possible to secure, and, at the same time, have a brilliancy of color for which they have long been celebrated. We see the finished yarns being ticketed at the stands in the centre of the room preparatory to bundling and papering.

The manager drew our representative's attention to the fact that each skein of "Bee Hive" wool has a small ticket attached showing the name and trade mark. This is done to secure their customers against inferior wools and is the only proof of genuineness of "Bee Hive" fingering.

A GREAT SAVER OF FUEL.

The question of the proper heating of store or warehouse with the least possible consumption of fuel, is one which is occupying the minds of a good many at this time of the year. In this connection the Wilson Heat Deflector, an ingenious device for obtaining the most possible heat with as little coal or wood as possible, has been put upon the market and has received the highest praise wherever it is used. The Deflector is adapted to ranges, hall stoves, self feeders, laundry stoves, tailor stoves, hot air furnaces, hot water heaters and steam boilers; from a 6-inch to a 60-inch pipe in diameter. In the ordinary way from 70 to 90 per cent. of heat as a rule goes up the chimney. The Deflector will save from 20 to 50 per cent. of this. Upwards of 8,000 of these deflectors are now in use in public and private buildings in the city of Toronto, and hundreds more in outside places. Chas. F. Rees & Co., 138 Victoria street, Toronto, are the sole manufacturers and will be pleased to furnish any further particulars upon application.

TESTIMONY OF A PRINCIPAL.

On page 110 of this issue readers will notice an announcement concerning ramie. By an oversight, the testimonial from the principal of the Stockholm Technical School is not quoted in full. It is as follows :

"The undersigned, who suffered from severe rheumatism for several years, has, after wearing ramie for six months, been completely cured, and has found ramie a singularly-agreeable and particularly-strong material. During the heat of Summer, it felt cool and light, and in the cold season particularly warm and a great protection against the changes of temperature. It is a real pleasure to testify to this.

"C. ALTHIN,

"Principal of the Tekniska Skolan, Stockholm.

"Stockholm, March 27, 1899."

OPENING FOR A BRIGHT MAN.

A retail firm in a prosperous and growing Canadian city want a bright, up-to-date drygoodsman for manager. If he has a little capital, he can put it into the business, so that he may share in the profits, but this is not essential. The right kind of man will be well paid. Any applications addressed in confidence to The Editor, DRY GOODS REVIEW, Toronto, will be duly forwarded to the firm.

The ALASKA FEATHER & DOWN CO., Limited

MONTREAL.

Manufacturers

Eiderdown Bed Quilts.

Cotton Batting Bed Quilts.

Down Cushions.

Bed Pillows.

High-Class Bedding.

Robert Scates & Company

ROBERT SCATES. W. A. McDOUGALL.

Woolens

Rubber Clothing



Millinery

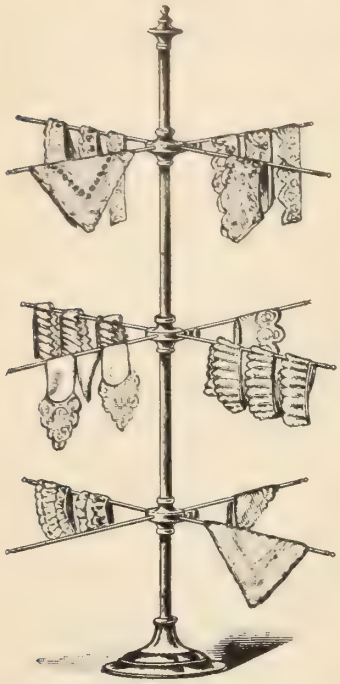
Ribbons

Wholesale Millinery and Dry Goods Importers

98 Carling Street

PHONE 1435 LONDON, ONTARIO Correspondence Solicited

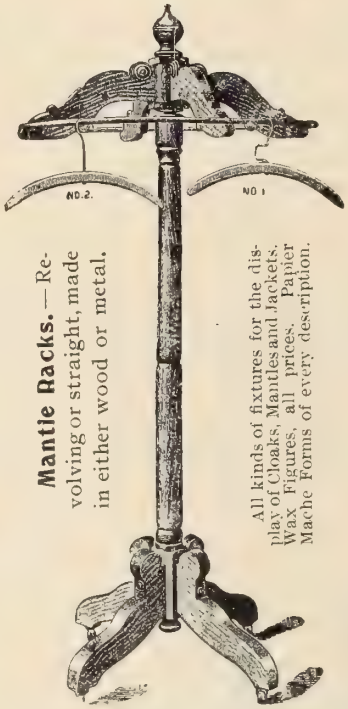
DISPLAY FIXTURES MIRRORS, CABINETS, SHOW CASES, ETC.



Nickel-Plated and Brass Fixtures.

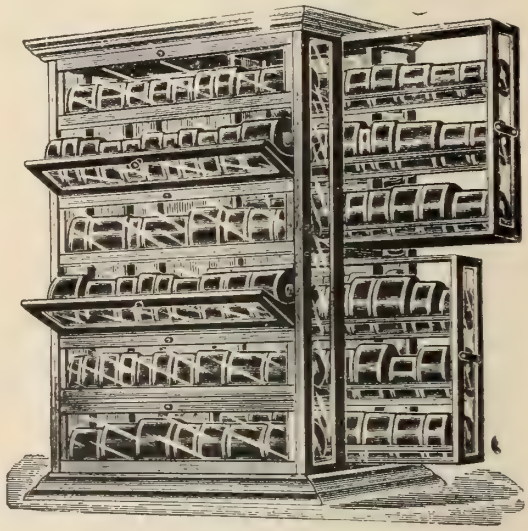


Kirk's Patent Display Rack. We are sole manufacturers.

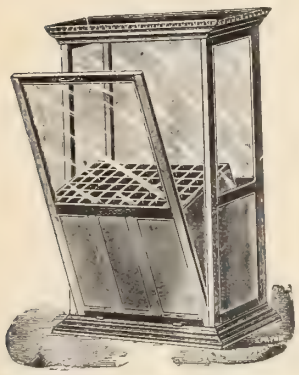


Mantle Racks.—Revolving or straight, made in either wood or metal.

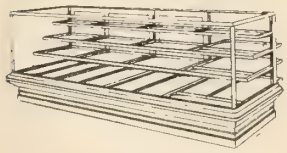
All kinds of fixtures for the display of Cloaks, Mantles and Jackets. Wax Figures, all prices. Papier Mache Forms of every description.



Ribbon Cabinets—8 sizes.
Hat Cabinets, Lace Cabinets.



Umbrella Cabinets.
Kid Glove Cabinets.

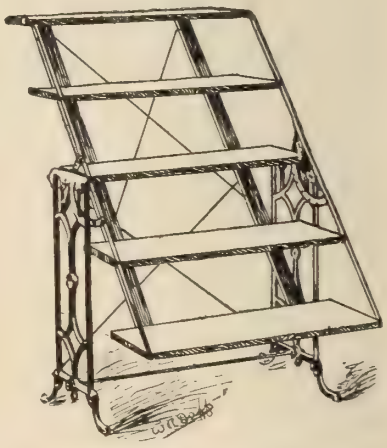


Glass Counters, Show Cases.

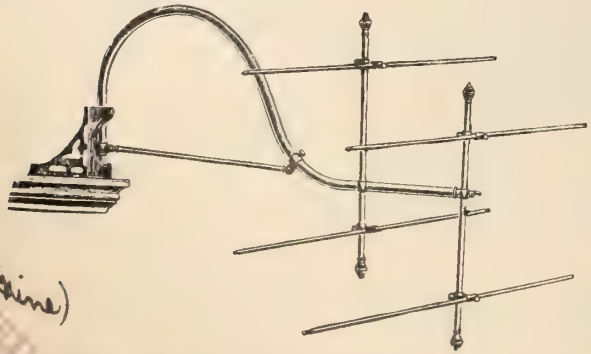
Racks for Fur Goods.
Racks for Clothing.
Racks for Waterproofs.



Flexible Figures. Jointed Figures.



Adjustable Display Tables.



Overhead Counter Fixtures.
Window Fixtures.
Counter Fixtures.

It will soon be time to prepare for Spring Trade. Now is the best time to order **FIXTURES** and so have them ready when wanted.

Write for our large Catalogue, and ask for Catalogue of Kirk's Patent Display Racks just issued.

CLATWORTHY & CO., 46 Richmond St. West, **TORONTO**

CLOTHING



ESTABLISHED 1890.

Perfect Workmanship

Custom Tailoring Effect.

Strictly Fashionable Appearance.

MONEY-MAKING OPPORTUNITIES

—FOR—

RETAIL CLOTHIERS.

We have just finished stock-taking and have several lines of over-mades in Men's Suits which we purpose clearing at greatly reduced prices. We extend a cordial invitation to buyers to visit our warehouse.

Sample Suits sent on approval by express—charges prepaid.
Special attention given to LETTER ORDERS.

W. E. CHALCRAFT & CO.,

MAKERS OF FINE CLOTHING,
WHOLESALE.

71 and 73 York Street TORONTO

CARPETS, CURTAINS and WALL PAPERS.

CANADIAN TRADE FOR SPRING.



CARPETS for Spring follow the same styles exactly as those for last season. There are, of course, new designs coming in all the time, but the general plan and effect is not new. If there is any difference at all, it is that the colors are more decided and the designs are bolder and more effective. There is, perhaps, a slight tendency towards lighter shades. Self-colored designs are still shown in the much-liked reds, greens and blues. These will still be used to a certain extent for the best rooms.

A number of the best-selling patterns of last year are being repeated by some firms.

There is an increased demand for Eastern rugs in all sizes, from the smallest up to those large enough to cover a floor. Quite a number of people are using rugs and having hardwood margins put in the floors.

Dealers should warn these people to be sure and get the wood thoroughly seasoned. Any carpenter will undertake the work of putting in these floors, and often an incompetent man will use green wood, the result being that after it drys there are large cracks over the floor, and the whole thing is completely ruined.

It is gratifying to note the increased demand for the better grades of goods, both in carpets and rugs. This was noticed a year or two ago, and the quality of goods sold has steadily improved.

As an example of this, one large house reports that five or six years ago about the best carpet they could sell ran from 90c. to $1, while now a great many are taken at from $1.50 to $3.25.

EXCLUSIVE PATTERNS FOR CANADA.

In the housefurnishing and carpet departments, The W. R. Brock Co., Toronto, are exceedingly busy, and have just opened up many of their new season's goods. Their range will be much more extensive than ever heretofore, and their designs pre-eminently good and exclusive in many cases, they having arranged with manufacturers to have certain patterns entirely confined to them for Canada. They are particularly anxious for merchants, before placing orders elsewhere, to call at their warehouse, or see samples with their travellers, or write to the department for patterns, and they are confident they can interest anyone and prove that time has not been wasted in giving them a look.

CHANGE IN SELLING ARRANGEMENTS.

A circular has been issued to the Canadian trade by Geo. H. Hees, Son & Co. and The Menzie Manufacturing Co., Limited, giving the following interesting information: "The Empire Shade Cloth Co., Limited, has been formed to sell and distribute the entire output of window shades and all their accessories, drapery poles and their fittings, stair plates, brass goods, drapery pins, etc., manufactured and sold heretofore by Geo. H. Hees, Son & Co. and The Menzie Mfg. Co., Limited. The purpose of this arrangement is to more economically sell and more promptly distribute the above-mentioned goods. Invoices and collections for these goods will be made only by our selling agents, The Empire Shade Cloth Co., Limited.

"Although The Empire Shade Cloth Co., Limited, will sell all goods manufactured or handled by Geo. H. Hees, Son & Co. and The Menzie Mfg. Co., Limited, the above arrangement does not apply to the two firms' separate lines of goods, consisting of upholstery and drapery goods, lace curtains, etc., manufactured and handled by Geo. H. Hees, Son & Co.; such lines will be invoiced and collections made solely by Geo. H. Hees, Son & Co. The art furniture, wood novelties, grilles, screens, easels, etc., manufactured by The Menzie Mfg. Co., Limited, will be invoiced and collections made solely by The Menzie Mfg. Co., Limited."

THE IMPORT TRADE.

In conversation with a big importing house, THE REVIEW learned that Spring orders placed by retailers up to January 1 much exceed those of previous years, and the smaller demand for lines of low quality and the proportionately higher demand for superior goods is very noticeable. Large sales are being made of velvet pile carpets and medium-quality Brussels.

There is also an active trade in 2-yard and 4-yard linoleums, the call for inlaids being remarkably good.

Lace and tapestry curtains are in favor this season, and wholesalers have shipped some of these during December for the convenience of dealers who make a feature of them for Christmas trade. The same remark applies to fancy curtain muslins, curtainettes, and light window draperies.

Shipments of Canadian floor, table and stair oilcloths are proceeding, as also Canadian wool and union piece goods, these always arriving earlier than imported goods.

There is quite a trade in squares by retailers who cannot get piece goods cut so as to afford them a range sufficiently large to suit the wants of their local trade.

UNITED STATES RUGS IMPORTED VIA BRITAIN?

Are moquette rugs, made in the United States, being imported into Canada from Great Britain under the preferential tariff? This question has been discussed by some well-posted men in the carpet trade in Canada, and one of them said the other day to THE DRY GOODS REVIEW:

"I am informed that moquette rugs manufactured in the United States are being sold extensively in Great Britain. British houses can buy them more cheaply than either Canadian or United States houses, the object being to work up an export trade. For example, the price of a certain sized rug will be to a British purchaser 50c., to a Canadian 57½c., and to the home market 70c. In this way Canadian buyers find it convenient to place their orders in Great Britain. The profit to the British warehouseman is sufficient, as freights to English ports are favorable and the rugs are sold at 57½c.—the United States price for Canadian buyers. The latter find that freight charges to many points in Canada from Britain are less than from Montreal or Toronto to the same points. The rugs are now sold at many different places in Canada and are coming in under the preferential tariff."

You Cannot Afford



to overlook our line for this year. We offer a line of Sweepers that has more live down-to-the-minute features than any other made. It is unequalled for quality, workmanship and elegance of finish. A strong statement, but we can deliver the goods.

NATIONAL "ROLLER BEARING" CARPET SWEEPERS

are fitted with our new **dust-proof "Roller Bearing,"** which makes them at least 50 per cent. easier running than any other Carpet Sweeper manufactured. Each Sweeper packed in a strong cardboard box. **We are ready for you for 1902.**

RETURNED JAN 20 1902

National Sweeper Company

Canadian Sales Agents:
The P. R. Cumming Mfg. Co., Limited
Toronto, Canada,

MARION, IND.

THOMAS FRENCH'S



The Latest Success. No more broken blinds. The improved, woven throughout, Ladder Webs for Venetian Blinds.

Acknowledged by all Users to be **The Best and Strongest Made.**

Twenty-Seven Years' Practical Experience in making these Goods can be relied on for Regularity and Distance. Buyers should ask for and see they get

FRENCH'S Improved, woven throughout, **LADDER WEBS.**

Made in the following three qualities, viz.: "Extra Quality Stamped," "The Improved" and the "F. S. L." Quality. Made in all Sizes to suit every width of lath.

CAN BE HAD FROM ANY WHOLESALE WAREHOUSE.

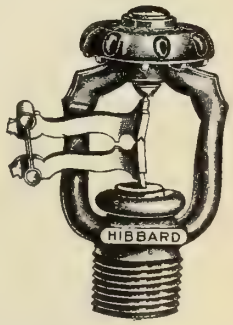
London Agent—W. GARLICK, 41 Noble St., E.C.
Glasgow Agent—J. MACLENNAN, 1 Princess Sq.

JOSEPH WRIGHT, President. WILSON PHILLIPS, Manager.

THE General Fire Equipment Co. Limited

AUTOMATIC SPRINKLER EQUIPMENTS

For Protection Against Fire.



The "Hibbard" Sprinkler Head.
The "Niagara" Dry Valve.
Wet Systems, Dry Systems.
Fire Pumps, Hydrants, Etc.

The above appliances are accepted and approved by Canadian and American Insurance Companies, and where installed lowest rates are secured.

A saving of from 30% to 70% on insurance.

Write or 'phone us for information or estimates.

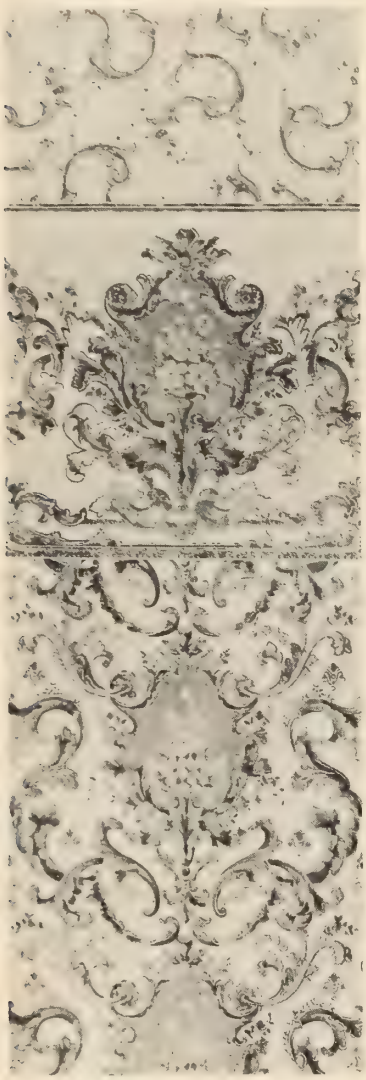
Telephone Main 3820.

72 Queen St. E., Toronto.

CARPETS AND CURTAINS—Continued.

EXPERIENCE OF A SUCCESSFUL WALL PAPER DEALER.

The Watson, Foster Co., Limited, having noted the steadily increasing purchases of one of their customers in an eastern Ontario town asked their client for the secret of the successful development of his wall paper business. The article he was kind enough to furnish, and which we reproduce below, shows that system, from beginning to end, backed by ability and energy, with courage to freely stock (we are told he does), a full range of high-grade effective goods, is the cause of his success. We commend the letter to the thoughtful consideration of the trade believing it contains much to interest and instruct the average dealer.



COMBINATION 919.
The Watson, Foster Co., Limited.

A parlor design of generous proportions with individuality but without prominence. In varnished gilt and cream shaded in pale pinks or greens, it forms a very rich setting for pictures and the varied furnishings of the drawing-room and in warmer tones for the hall or dining-room.

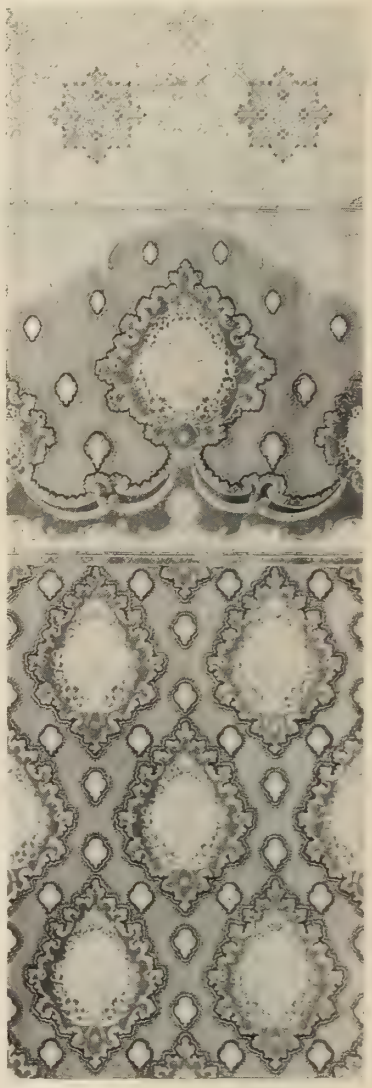
"The writer of this article does not presume that the few remarks he could make in the limited space of a trade journal communication should be considered of more value by its readers than their good sense determines, neither does he seek any notoriety therefrom, therefore the excuse he makes for thus attempting to offer suggestions to those engaged in the wall paper business is that he has been asked to do so by one of the leading manufacturers of the line in Canada.

"The buying, the receiving, the caring for and the selling of wall papers each in its turn should receive the careful attention and unceasing activity of all those engaged in the business every working day of the year, proprietors and clerks alike.

"Except for large city businesses the dealer should purchase his stock from one manufacturer only, selecting, if he can, the one who offers him the largest range and from whom he can purchase all his wants, an extra advantage being the discount offered for quantities of a coloring by the maker.

"To select goods from more than one manufacturer's samples will invariably result in duplicating the dealer's purchases in many of the grades, thereby increasing his liability without increasing his ability to supply the wants of his customers. This mistake, if discovered at all, will be when it is too late to be corrected.

"The very important business of deciding upon designs and colorings while making selections from the manufacturer's samples should be done deliberately by the proprietor, assisted by all the clerks who are to be engaged in the sale of the goods when they come to hand. The proprietor should have a definite object in view as to the wants of his community and be impressed with the fact that he is not buying wall papers for his own dwelling; but for his customers, who have varied tastes as to design, color and quality, to be catered to. The dealer who, when purchasing his stock, fails to set aside in a great measure his individual prejudices and take into account and well consider the varied tastes of his prospective customers will find when his new goods have arrived that there is a monotony and sameness throughout the stock, even though, so far as there is variety, the designs and colors are good.



COMBINATION 1106.
The Watson, Foster Co , Limited.

One of the most successful hall or dining-room patterns of the season. It will be quickly accepted as desirable for many purposes. In design essentially modern, in coloring — especially on pale blue with aluminum treatment and reds and greens with gilt—it is effective to a degree.

"A great deal of valuable advertising can be secured by a display of the stock on the day the goods are received. Select a fine day when a great number of people are expected to be in town, such as a market day, and have the goods drawn by the carters and piled up neatly in front of your place of business, there to remain the greater portion of the day. If your stock is large, so much the better, as it will impress all who see it with the extent of the stock carried.

"The writer having made a few remarks re the buying and receiving of a wall paper stock will now proceed to third part of his article, viz: 'The best way to keep a wall paper stock.' The writer's experience leads him to the conclusions that the best way to have the goods shipped is in the 50-roll bundles, wrapped and numbered, having ends left open. Previous, however, to receiving the new goods, a great deal of preparation work is necessary. This consists in going over the old stock, dusting and trimming and removing all small lots, which should be tied up in neat parcels, leaving the cost and selling mark on same and placed in a conspicuous position in the store so that they may be disposed of when the opportunity arrives. There is another important item that can best be done before the new stock arrives, and that is to get your sample-books from the manufacturers; and from your invoice mark upon each sample of wall, border and ceiling, the quantity of your purchase; and the cost and selling prices. Then when the goods arrive you will only have to mark the

Menzie Mfg. Co., Limited

CAPITAL AUTHORIZED, $300,000 **CAPITAL PAID UP, $250,000**

To R. J. Slater
Co. 4/39
JAN 9 1902



MANUFACTURERS OF **WINDOW SHADES**

CURTAIN POLES,
Drapery Pins,
Stair Plates,
Shade Pulls,

POLE TRIMMINGS,
Shade Laces,
Fringes,
Insertions, etc.



Write for color books and price lists.

We manufacture three grades of WINDOW SHADES:

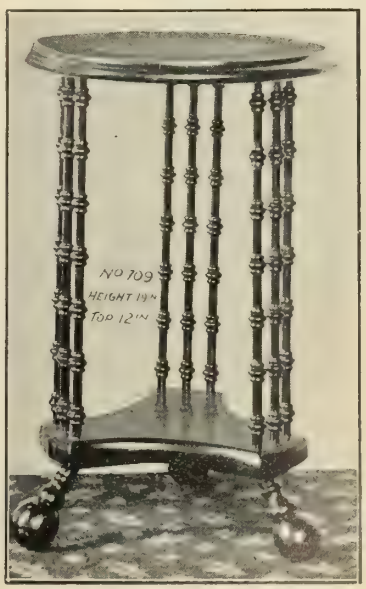
HIAWATHA Hand-made, oil opaque, light in weight, soft and pliable, smooth in finish. Dealers who sell **HIAWATHA** pronounce it the **BEST** in the market.

IMPERIAL Machine-made, oil, a good shade at low price.

TORONTO Machine-made, water-color, the lowest-priced shade on the market.

We also manufacture a large range of **ART FURNITURE**

GRILLS, SCREENS, EASELS, some beautiful designs in SOLID OAK Special Furniture, Flemish finish.



Write for Catalogue.

ADDRESS ALL CORRESPONDENCE TO

MENZIE MFG. CO., Limited

Office and Salesrooms:
80 BAY ST. TORONTO, Canada

CARPETS AND CURTAINS—Continued.

location of the pattern upon the sample-books and you are ready for business. Failing to give a pattern a location in the store or neglecting to mark that location on the sample-book will lead to confusion, and, perhaps, loss of business. The dealer must have full and proper command of every item of his stock, and a good way to secure this, in addition to what I have stated, is to keep the quantity marked on the sample-book from the time a pattern is sold down to 30 or 40 rolls, until it is finally disposed of and the sample taken from the book.

"A word with regard to remnants. As remnants are apt to absorb a considerable share of the profits, therefore the dealer should look well after them and try unceasingly to dispose of them. Keep in as good condition as your best stock, and in a conspicuous place, and sell them at half regular price. Separate your remnants of borders from the papers and ceilings and sell them distinctly separate from each other. Sell remnants to your customers as such, impressing upon them that they are not returnable and that you are not to be expected to supply any more of that pattern. This method is fair to your customers, preserves the reputation of the dealer and will keep remnants down to minimum.

"Respectfully yours,

"WALL PAPER DEALER."

The Watson, Foster Co., Limited, have issued a pocket edition of new season's ingrain samples, accompanied by half-tone illustrations of friezes and ceilings to match, all of which are in stock. The book will be sent to dealers upon request.

RUG FRINGES.

A. R. Burrows & Co., of Guelph, have prepared a handsome line of exclusive designs for the Spring trade. The firm, who manufacture one of the neatest of the various designs of rug fringes, report an unprecedented demand for their product. Mail orders receive prompt attention, and are carefully filled. See advertisement in this issue.

CARPET SWEEPERS IN CANADA.

During the past year it has been our privilege and pleasure a number of times to call the attention of our readers to the product of the well-known National Sweeper Company, manufacturers of the celebrated "Roller Bearing" carpet sweepers.

This company has been very modest in its claims considering the magnitude of its business. The growth of this company has been phenomenal. About a year ago they turned out their first goods, commencing with a small line, which has been gradually increased by new models until now they make a line consisting of seventeen different models, and these goods are finding a ready sale, not only in all parts of the United States, from the Pacific to the Atlantic coast, but in the best foreign fields; also an extremely heavy trade in the Canadian market.

The National Sweeper Company has introduced several decided innovations in the manufacture of carpet sweepers, the most important of which is their new "Roller Bearing" device. Although this is an extremely simple bearing, by its use the National "Roller Bearing" carpet sweepers are fully fifty per cent. easier running than any other carpet sweeper manufactured. The company, in placing this fact before us, states that they know it is a broad statement to make, but their claim is one that can be substantiated to the satisfaction of the most skeptical. But the greatest evidence of the merit is the phenomenal growth and immense size of their business considering the length of time these goods have been on the market.

A number of the best concerns have contracted with the company to use their line of sweepers exclusively. It is only by working a largely increased force night and day that they have been able to anywhere near keep up with the demand. The indications for the coming year are extremely flattering, and the company is adding to its equipment and making preparations to take care of the heavy business which they will no doubt have. The P. R. Cumming Co., Limited, 90 Richmond street east, Toronto, are Canadian agents. Write them.

BIGGEST YEAR ON THE RECORD.

The carpet and housefurnishings department of S. Greenshields, Son & Co. have just completed stocktaking and find they have had the biggest year in the history of the department. This has given Mr. Williams extra zest to put into his Spring business.

He claims his Spring range of curtains to be the finest in the country. He is showing samples of all the newest things in lace, Swiss, Nottingham, tapestry and velours curtains, with table covers to match where possible. His line of novelties in window nettings with frills and insertions has caught on well.

This department is right up to date in Axminsters and medium-grade Wiltons in the standard shades, crimsons, blues and Rosede Barre shades. Indian effects are quite strong, and there is a demand for rich, warm, dull effects. Squares are very much in demand. A full range of brussels carpets are as usual in stock as a standard.

JAPANESE MATTINGS.

Though nothing radically new appears in Japanese matting designs for Spring, there are some new effects that will likely be popular. Those best liked are in small, neat stripes in navy and white, in the medium-grade goods. In the high-class mattings, large carpet patterns in red and white, navy and white, and myrtle and white are good. Plain white matting is in good demand in both medium and high-grade goods. The stock of mattings is now coming in from Japan, and K. Ishikawa & Co. are making deliveries of import orders, but they still have a large assortment to choose from.

AN IMPORTING HOUSE'S NEW THINGS.

John Macdonald & Co., in their carpet department, are showing a line of 8-4 tapestry covers, in six colors, to retail at $1.25, as a leader, and a fine line of the same goods to sell at $2. A 40-in. wide tapestry curtain in four colors, special values, to retail at $2.75. Two designs are shown in a 56-inch lace curtain to retail at $1, the patterns being made in imitation of Swiss curtains. For January delivery they show three qualities of tapestry squares in a large range of colorings and sizes. These goods are having a good run, and in smaller towns will have the effect of increasing the sale of floor coverings. They have received another large shipment of the celebrated 11-4 white quilt, "Empire," selling at $1, and over 6,000 of this particular quilt have already been sold. They show a steel wire door mat in four sizes to retail at from $1.25 to $2.50, and a table oilcloth mat in two sizes, for splashers, retailing at 35c. and 50c. each. New designs of Mesched Axminster squares are being received in six designs and four sizes, photos of which will be sent by mail on request of any dealer. A new line of Irish point and Swiss curtains, from $3 to $15 a pair, are shown, as also repeat shipments of jute rugs to retail from 75c. to $2. A new line of velvet squares, high-class goods, woven all in one piece, are shown in six colors and three sizes for high-class trade. A full line of tapestry, Brussels, velvet and hemp carpets, and linoleums will be in stock in January and February, and shipping Spring orders in these months will be gone on with.

The other day, THE REVIEW called upon Mr J. Williams, manager of The Berlin Gauntlet and Caperine Manufacturing Co. at Berlin. The firm have been in business about 12 months. During that term the business done has far exceeded their expectations, and prospects for the coming year are excellent.

The
WATSON FOSTER CO.
LIMITED
MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

NOW IS THE TIME
TO
EXAMINE YOUR SAMPLE BOOKS
(THOSE FOR 1902)

AND CONSIDER WHAT CLASS OF GOODS AND COLORINGS YOU HAVE ORDERED TOO LIGHTLY.

OR YOU MAY ALREADY HAVE REDUCED STOCK OF NEW GOODS IN HALLS, DINING-ROOMS, PARLORS, ETC., IF SO, REPEAT NOW.

LATER WE MAY NOT BE ABLE TO SUPPLY.

AVOID BEING SHORT IN RICH COLORED EFFECTS. THERE IS AN INCREASING DEMAND FOR THEM AND A DEALER'S PROFIT IN MEETING IT.

LET US MAKE SAMPLE SUGGESTIONS

NOW

JAN. 1902

GIVE YOUR STOCK A SHOW.

Are your Window, Floor, and Counter Displays Up to Date?

Buy a NEW CENTURY SHOW CASE.

Place your order now before Spring Trade opens up.

Price $12

PER FOOT.

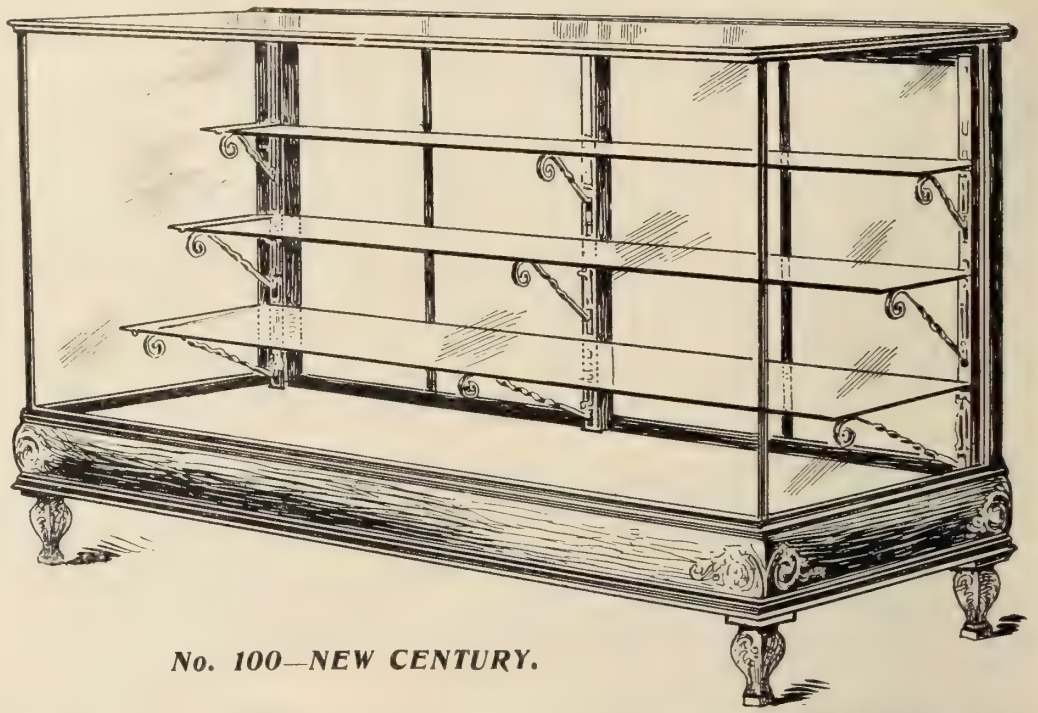
All Plate Glass, Bevelled Top.

With Illuminating Device,

$1

Per Foot Extra.

Manufacturers of high-class Shelving, Counters, Show Cases, and new style Interior Fixtures.



No. 100—NEW CENTURY.

JONES BROS. & CO., Office: 31 Adelaide St. West. Factory: Sheppard St., **TORONTO**

EVERY WIDE-AWAKE GLOVE BUYER

SHOULD SEE MY SAMPLES.

Rip Van Winkle slept 20 years
A few Rip Van Winkles in this sense are asleep to the advantages of CONSERVATIVE IMPROVEMENT.

Noah's Ark Dealers,—Garden of Eden Dealers,—if you are interested write or wait for traveller with full range of samples. Mail your order for heaviest 50c. MIT, 3-dozen prepaid, $4.50.

SPECIAL RAILROAD GOODS.

(300 Lines) **KLONDIKE BRACES**

W. J. CHAPMAN

TANNER AND GLOVE MANUFACTURER

Wingham



THE

WILSON HEAT DEFLECTOR

A Great Saver of Fuel.

Manufactured by

CHAS F. REES & CO.,

138 Victoria St., TORONTO.

This Deflector is adapted for Ranges, Hall Stoves, Self-Feeders, Laundry Stoves, Tailor Stoves, Hot-Air Furnaces, Hot-Water Heaters and Steam Boilers, from a 6-inch to a 60-inch pipe in diameter; from 70 to 90 per cent. of your heat goes up the chimney; the Deflector will save from 20 to 50 per cent., giving better heat.

HUNDREDS OF THEM IN USE AND GIVING GREATEST SATISFACTION.

For circulars or any information write

Chas. F. Rees & Co.,

138 Victoria Street, - TORONTO.



THE STRAIGHT REVERSIBLE BIASED DERBY

A BRIGHT IDEA FOR EARLY SPRING TRADE.

FANCY STRIPED CORDS ARE LEADERS.

E. & S. CURRIE, - - TORONTO.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sole Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

DEBENHAM, CALDECOTT & CO.

——SPRING 1902——

SILKS | **OUR SPECIALTY** | **SILKS**

No argument so conclusive as doing BEST what others do well.

Special Lines for Spring 1902 in

TORONTO

77 York Street.

LOUISINE SILKS
BRITISH SILKS
TAFFETA SILKS
PEAU DE SOIES

FRENCH FLANNELS
DUCHESSE SATINS
RIBBONS, GAUZES
VELVETS, LACES

DEBENHAM & FREEBODY,

LONDON, ENGLAND—St. Paul's Churchyard, and Welbeck Street W.

NEW YORK—111 Fifth Avenue. | PARIS—115 Rue Reaumur. | SYDNEY—422 George Street.
BRUSSELS—16 Rue des Boiteux. | MELBOURNE—277 Flinders Lane. | TORONTO—77 York Street.

THE GAULT BROTHERS CO., LIMITED

Men's Furnishings Department

The dealer that has Men's Furnishings of highest quality at lowest prices in stock gets the business. We can help you get the business, for we have ready for your choosing a complete assortment of the most up-to-date, fashionable, and highest quality of Men's Furnishings. If you are a wide-awake dealer you will make it a point to see our offerings before placing your order. We would particularly draw your attention to the following now in the hands of our representatives :

UNDERWEAR
SWEATERS
UMBRELLAS
COLLARS
CUFFS
SHIRTS

TIES
BRACES
GLOVES
WATERPROOFS
HOSIERY
DRESSING JACKETS

Smallwares Department.

EMBROIDERIES.

Edgings, Insertions, All-Over, and Galons on Muslins and Lawns.

A large shipment just opened up, of Job Assortments, in 4½-yard loom ends.

LACES.

Valenciennes, Guipure, Chantilly, Escurial, French Blondes.

Note : There is a big demand for Galon in all Laces, especially for Black and Ivory Chantilly and Escurial makes.

LACE COLLARS.

In Guipure, Brussels, Saxony makes. Also French Renaissance.

We are showing a large variety of patterns.

WE ARE SOLE AGENTS IN CANADA FOR THE CELEBRATED ROYAL SHETLAND FLOSS MADE BY J. & J. BALDWIN, HALIFAX, ENGLAND.

THE GAULT BROTHERS CO., LIMITED

Winnipeg. Montreal. Vancouver.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

A. R. CLARKE & CO.

Limited.

Manufacturers of . . .

Our Specialties

IN HEAVY GOODS :

Chrome Asbestos Tan,
Oil and Indian Tan.

IN FINE GOODS :

Mocho,
Suede,
Kid.

Gloves

Mitts

AND

Moccasins

All our goods are of the best quality, and in latest styles. Our travellers are now on the road with Samples for 1902; do not place your orders until you see them.

A. R. CLARKE & CO.

Limited.

613-617 Eastern Avenue, TORONTO.

HOW TO SAVE INSURANCE RATES.

TO prevent fires in large establishments is another modern improvement which has been reduced to a system. Many establishments are now equipped with apparatus which insurance companies approve of and which leads to a reduction in rates. For example, The General Fire Equipment Co., Limited, of Toronto, have just finished installing in the warehouse and factory of The W. E. Sanford Co., Limited, of Hamilton, nearly 1,400 Hibbard heads to prevent fire. This big concern is awake to its business interests in thus effecting a large reduction in the amount annually paid for insurance. The Canadian Cordage Co. also is equipping the new works at Peterborough with the same system. A steel tower containing a 15,000 gallon cypress tank and connecting with the building by means of 8-inch cast iron yard mains has been erected. The automatic sprinkler is becoming a part of the modern store equipment. Merchants desiring information regarding any of these systems can drop a card to The Fire Equipment Co., whose advertisement appears on page 195.

THE FLORODORA SKIRT HOLDER.

A very neat contrivance is being put on the market by the L. Wertheimer Co., 529 Broadway, New York, in the shape of a combined watch fob and skirt holder. The fob catches in the belt by means of a clasp. The other end holds a neat metal ornament, finished in various ways—silver, oxide gilt, French grey and bronze—under which is concealed a rubber covered spring, which holds the skirt securely. This is one of the most practical skirt holders that has ever been brought out and is enjoying a large sale throughout the United States. The wholesale prices range from $7.50 to $36 per dozen.



Mr. Napier, who so long represented J. G. Mackenzie & Co. on the territory east of Toronto, has joined the travelling staff of S. Greenshields, Son & Co., and will act as a special salesman of dress goods and linens.

SHOWING IN THE WEST.

W. H. Gerhardt, representing Kyle, Cheesbrough & Co., of Montreal, had his Spring samples on view at his sample-rooms, McIntyre block, Winnipeg, last week, and your correspondent had the pleasure of looking through them. The display of fancy collars, yokes and fichus is exceptionally fine, probably the largest and best assorted that has come West this season. Much silk galloon in cream, arab, paris and black is used in the construction of these collars, as well as cream appliques, ribbon velvet lattice work and embroidered taffeta and silk linen effects. Boleros and Etons are shown in these lines also, and many of the latter are heavily embroidered with cut steel and sequins. The scheme of decoration this season seems to be combinations of gauzy and lacey effects, with heavy cordings, and the result is a light and Summery style, which is also rich and dressy. A very plain gown with the addition of one of these collars or boleros would be perfectly suitable for an afternoon reception. Another noticeable feature of this stock is the great variety of pompadour and medalion galloons, particularly in combinations of white and colors. Black trimmings of all kinds are good. In laces are shown the handsome Lyons and St. Galls, to say nothing of the never-ending variety of Vals. Mr. Gerhardt is also showing a fine range of blouse chiffons and hand needle-worked lace blouses. Full lines of fancy dress goods were also shown in all the new tints and materials, such as eolines, crepolines, crepenellis, armures, mohairs and brilliantines and muslins of all the newest weaves.

THE NEW SELLING AGENTS.

Stevenson, Blackader & Co. are now becoming accustomed to handling the business of The Dominion Cotton Co., and they have shown that they are as capable of selling prints as linings. The trade seem to appreciate the change that the directorate has made, as congratulations have been pouring in upon the new selling agents since the announcement of their appointment was made. It is likely that Stevenson, Blackadar & Co. will remove their offices to the St. James street offices of The Dominion Cotton Co., as they find they are cramped for room in their present quarters, renting their St. Peter street premises. Mr. A. F. Gault, president of The Dominion Cotton Co., has been on a trip to the United States recently, and it is supposed that his excursion had something to do with the appointment of a new manager of The Dominion Cotton Co. No announcement has been made as yet, although there is likely to be one after the next meeting of the board.

R. Flaws & Son, Manchester Building, Toronto, have accepted the agency for Wacks Bro., Leicester, Eng., and will represent them in Canada.



A novelty seen in the range of the Manhattan Silk Waist Co.

"SALEM"

SAMPLES OF **LADIES' WAISTS** CONTAIN THE LATEST **New York** AND **Paris** NOVELTIES.

THE MOST EXCLUSIVE AND HIGHEST GRADE GOODS MADE IN CANADA.
SPECIAL FEATURES WHICH WILL APPEAL TO KEEN BUYERS.



SHOWING DETACHABLE BAND.



AS IT APPEARS WHEN WORN.

RETURNED
JAN 17 1902
Montreal Office

IN MEN'S WAISTS OUR

NEW DETACHABLE ELASTIC BAND (patented) SAVES ANNOYANCE AND IRRITATION TO THE WEARER AND COMPLETES AN IDEAL SUMMER GARMENT.

SAMPLES ARE NOW READY.

MANUFACTURED BY

STEWART, ALLAN & LeMAISTRE

67 Latour St., MONTREAL

P.S.—NEWEST EFFECTS IN MEN'S SHIRTS

SPRING 1902 ESTABLISHED 1889. **SPRING 1902**

The Montreal Waterproof Clothing Company

1873 Notre Dame Street, MONTREAL.



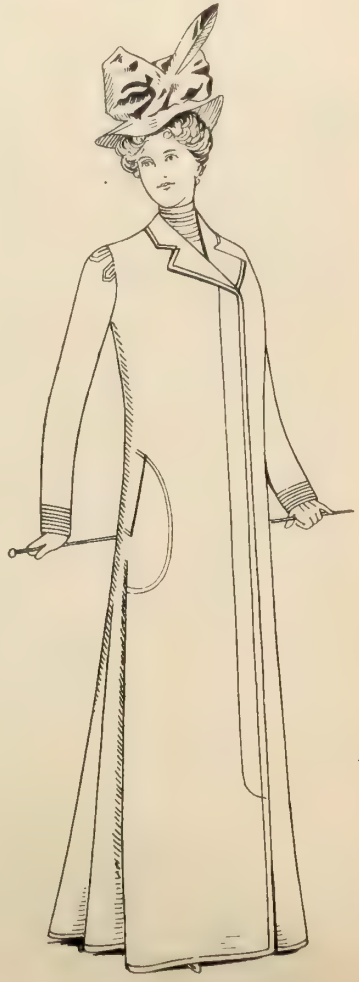
DUCHESS—FRONT VIEW.



D. B. PRINCESS,
Also made in S. B.

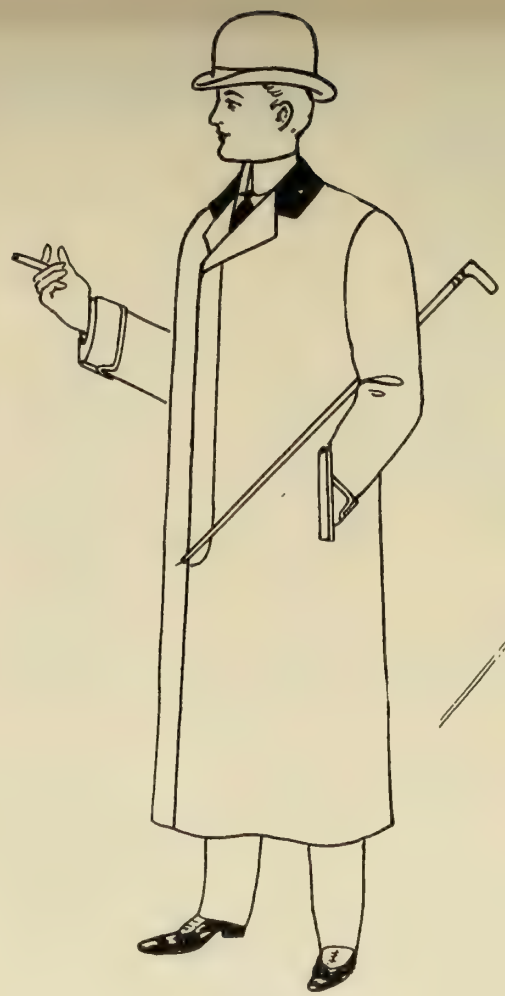


S. B. PLESS,
From 36 to 39 inches in Length.

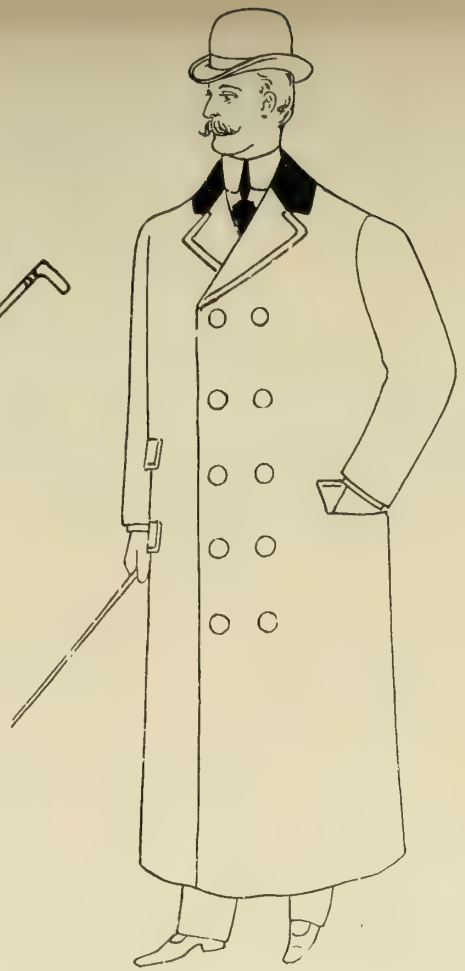


S. B. PLESS,
From 50 to 60 inches in Length.

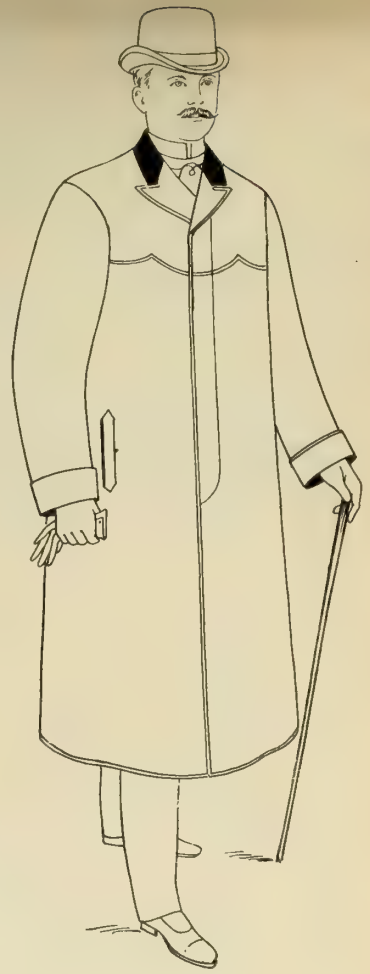
ALL merchants who are after a line of Ladies' and Gentlemen's Rainproof and Waterproof Clothing in which "Perfect Fit," "Fashionableness," "Stylishness," "Best Finish," and "Unequalled Quality" are the predominating features, and the prices of which are reasonable and allow the dealer a margin of profit that is really profitable, should see what we have to offer before making your Spring purchases. We are showing a mammoth assortment in all the most desirable styles and patterns. We can confidently claim that the most critical and conservative buyers will find many numbers in our line that surpass anything shown this season. If you would command the Waterproof and Rainproof Clothing trade of your town, then you will be particularly interested in our line. Our travellers are now covering their respective routes with a full range of samples for Spring trade. It will pay you to inspect their samples.



WHITE,
The same made with Yoke.



D. B. COAT.



DAVIS,
With Yoke Back and Front.

THE

Montreal Waterproof Clothing Company

1873 Notre Dame Street, MONTREAL.

Our New York Dry Goods Letter.

A Good Outlook for Spring—Cotton Conditions Firm—Moire Effect may have a run—Ribbons Strong—Costumes and Mantles—A Full Outline of Fashions in Waists—Materials for Waists—Belts and Millinery.

From Our Own Correspondent.

New York, December 26, 1901.

THE closing of the Fall season finds the dry goods trade in a very satisfactory condition. A strong demand for heavy fabrics was the feature of the latter end of the season, and the market is remarkably clear of piece goods in Winter weights. Fall business has been exceptionally good in both the dress goods departments and the ready-to-wear.

Prolonged cold weather has enabled the retail trade to dispose of their earlier purchases at regular profits, and January sales, such as have marked the past few years, will approach more nearly their original character when first started, viz., a clearing out of odd sizes, colors and styles, rather than a sacrifice of new goods which represented a loss to somebody out of proportion to the usual trade conditions.

The holiday business in retail circles in the metropolis has been larger than ever. The toy departments have been literally overrun, not to mention fancy goods and smallwares of every description. The wholesale market is bare of any stock of these goods, indicating the general prosperity of all classes.

The new up-town district for the retail dry goods trade in this city appears in a new light now that the projected new terminal of the Pennsylvania and Long Island railroads has come to light. The value of the new location is assured and the foresight of the head of the great Macy establishment scores again as a clever business move. The entire dry goods field is moving northward, and what is now the retail centre is likely to be the wholesale centre before very long.

FIRMER OUTLOOK IN COTTONS.

In the cotton market improving conditions are noticeable. The disturbances in Fall River have been amicably settled, the threatened strikes have been averted, and the print cloth market has broadened sufficiently to hold prices firm and futures at an advance. The rise in the speculative market foreshadows higher prices in the rest of the field, and although the Government's figures of the crop are generally accepted in the dry goods trade, there has been no rush to place more than the usual amount of future contracts. The cotton yarn market is in a somewhat unsettled state owing to the advance in the raw material and the reluctance of mills to pay the spinners a corresponding advance for their products. The largely increased use of the finer grades of yarns has absorbed the output of the spinners for several months to come, but in this branch the advance in raw material has had no appreciable effect.

WHAT ABOUT MOIRE SILKS?

In the silk field prices are firm but there is no particular activity owing to the general disposition to delay the balance of purchases till after the first of the year. Taffeta and peau de soie constitute the bulk of the immediate demand. Black and white hold their prominence, and colors have not yet come to the foreground to the anticipated extent. It is thought in many quarters that a large part of the business of the next three months will be influenced by the craze for moire silks and moire velours. History repeats itself. After a velvet season, a season of moire, and this seems to be no exception. The watering process has many advocates among influential buyers both of goods in the piece and ribbons. American manufacturers have made great headway in this process and are able to turn out beautiful goods at reasonable prices. This will operate largely in favor of this class of goods, as they cannot but be considered except in the light of a transient, and the hand-to-mouth purchasing that usually attains in novelty goods will be rendered possible. In other seasons the length of time that imported goods were in transit was often sufficient to render them almost passe when they arrived. However, it is expected that the period of popularity will cover the coming Fall season, and after that there is as yet no concern. Canadian merchants will find as large and varied an assortment of these beautiful goods in the New York market as in Paris, with the great advantage of quicker deliveries.

Ribbons look to be very strong for Spring, especially those of domestic manufacture. The ribbon industry has made wonderful strides during the past two years, despite the decrease in the general popularity of ribbons. Satin taffetas are the favorites at present.

DRESS GOODS.

In dress goods the Spring demand has run largely into the Picardy weaves, veilings, grenadines and etamines in plain fabrics. Colors appear to be more varied than in previous years. There is much old blue, brown, beige, grey, as well as some red and reseda. There is a tendency to trim with heavy Irish point and crochet lace as well as watered silks and new Russian embroideries.

A feature of the early Spring garments will be the inside silk vest in a contrasting color, which is being made in separate forms for collars, sleeves and vest fronts by the embroidery houses. Embroideries are very well thought of for trimming shirt waists and robes. Laces are also strong and high grade. Plainer goods are scarce, the regular supply having been absorbed by early purchases.

In neckwear, the early demand, so far as it has made itself felt, indicates another big season. Neck boas of lace, net, and maline with long ends are the leaders.

READY-TO-WEARS.

In the ready-to-wear field, the costume holds a prominent place in the early showings, and in such orders as have come in from the Far West and Southwest. In tailor-made suits the leading fabrics are broad cloths, venetians, basket weaves of thibet cloth. The favored colors are cream, grey, medium Havana brown, a new blue, Oxford royal, green, fawn, castor and the regular tan. In jackets the tendency favors long hip effects, though blouse effects are not left out. The skirts are mostly flounced. In the higher grade garments habit backs are again in favor. The demand for raglans lingers and every kind of material that could be procured was pressed into service until the limit of prices was reached at around the $4 (wholesale) mark. A good demand for raglans in plain and moire taffetas, peau de soie, brilliantines, sicilians and imported lines is apparent in the early buying. Separate jackets, if considered at all, are of the short type, 18 to 19 inches, tight fitting with loose backs and "horsey" yoke



449 All Shades $5.00

—PEERLESS—

HERMANN AND TOBIAS MFG. CO.

MAKERS OF

Silk and Sateen Petticoats

179-183 Wooster St., NEW YORK

Mercerized Sateen Petticoats
$9.00 to $36.00 per dozen

Silk Taffeta Petticoats
$3.50 to $15.00 each

All our Petticoats are made with darted fronts and gored—to fit over any make of Corsets. Lock-stitch machines only used. Novelties shown at all times.

Genuine . . Celluloid

Collars, Cuffs and Shirt Bosoms

ALL FINE, FRESH STOCK.

GENUINE GOODS are Stamped with our Trade Mark. TRADE M&C MARK

The Miller Bros. Co., Limited

30 Dowd Street, MONTREAL.

TORONTO AGENT:

G. B. FRASER, 3 Wellington St. East

A PALMENBERG CLOAK AND SUIT FORM

is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired, and never wants an increase in salary.



60 D.

These Superior Forms are the Very Best you can buy.

New models, low bust, prominent hips, perfect shapes. Sizes, 30 to 42-inch bust. Bust made of Papier Mache and covered with fast black Jersey Cloth.

Heavy Wire Skirt, Japanned Iron Base and Standard. The new slide support and the screw in the top are distinct features and make the figure rigid and strong.

J. R. PALMENBERG'S SONS

Office and Salesroom: 710 BROADWAY

Factory: 89 and 91 West Third Street, New York

effects. Yoke effects have passed the experimental stage and have proven their worth during the present season. In raglans, models with both front and back yokes are popular. Moire ribbons and taffeta straps are very generally favored for strappings.

An extensive use of drop skirts in connection with separate skirts is a feature of the early showings in that line.

FASHIONS IN SPRING WAISTS.

In waists, the Spring season is well along and retail houses in many of the large cities have already had their Spring openings. The main features of the Spring line are the liberal use of vertical tucking, hemstitching, plaits, insertings, all-overs; in fact, essentially the same general run as last Spring except that the elaborations are applied to simulate a yoke effect in many models and V-shaped trimming is more in evidence. The same range of materials in lighter weights and more sheer effects. The Bishop sleeve is in the foreground and cuffs deeper than last season, but not so deep as in the first showing of samples. The cut is deep in the front, accentuating the long-waisted effect. Buttons are extensively used for trimming—neat enamel effects and enamelled buckles.

White is the predominating color, black next and colors in general not so well thought of. Narrow striped effects and neat figures are prominent in fancy cotton fabrics. Chambrays are not as popular as last year and piques are still back numbers. Linen fabrics, and materials of silk and linen, plain and embroidered in dots and figures, are in the front rank. Draw stitched dimities are in the popular class.

BELTS.

The deep cut waist is responsible for the popularity of the bodice effects in belts. The main demand on belts is in elastic materials in black and white, 1½ to 4½ inches wide, with steel nail heads in the body of the belt. Beaded belts, black ground with white figures and steel buckles, are well represented in the early business, likewise velvet belts with pin buckles.

In women's headwear, shaped felts are the prime favorites and have to some extent supplanted hats of velvet and other materials. The high-priced end of the line, however, forms hats of materials with the tendency toward the flat-crowned turban with rather heavy brim.

WM. J. BRANDT.

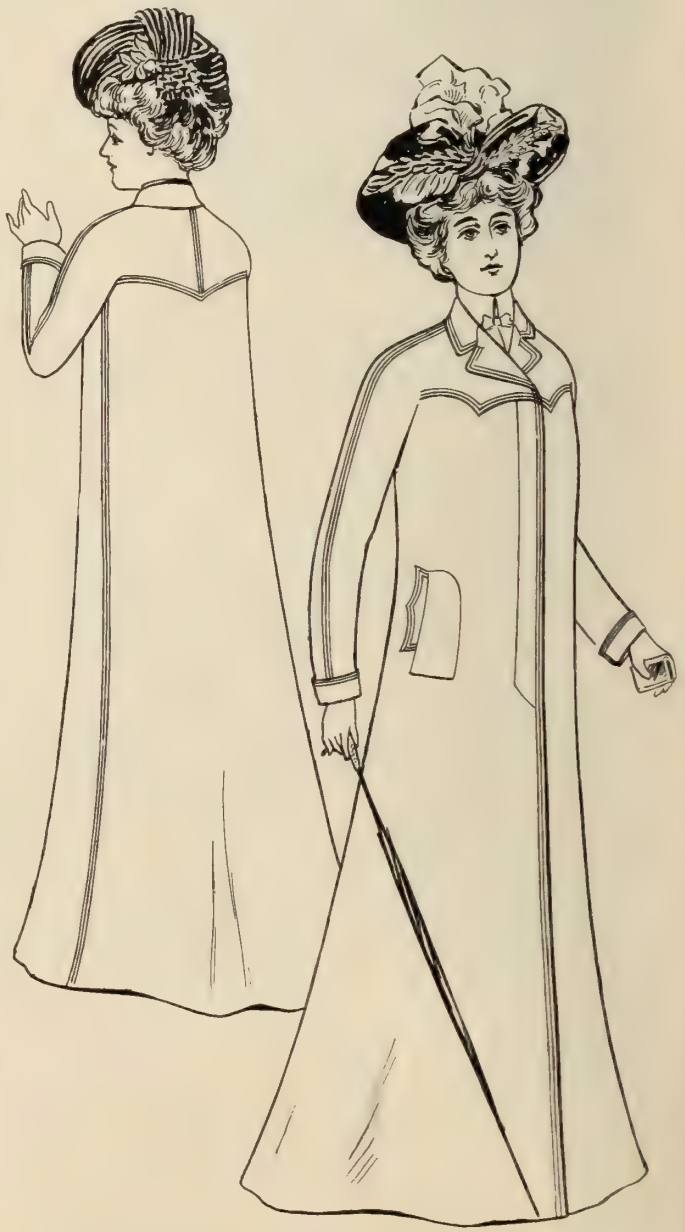
COLORED SHIRTS.

The greater portion of Spring orders for colored shirts are now placed, but some firms are leaving an opening for new effects which are sure to be shown before the season opens. Already handsome combinations are being put into some ranges, and certainly the keen buyer will not leave himself unprepared to keep in touch with everything new which is being produced in shirtdom. Stewart, Allan & LeMaistre, manufacturers of "Salem" shirts, are preparing some novel combinations in tucked and plaited front shirts, which are very effective, and can be retailed at popular prices. The different effects which they have produced make a most striking array of novelties, and will no doubt prove ready-sellers and money-makers for the merchant.

The Montreal Waterproof Clothing Co. have a very interesting display of Spring styles in this issue of THE DRY GOODS REVIEW. The manager, Mr. H. Wener, has just returned from Europe, where he has made a selection of all the latest novelties in the way of waterproof and rainproof garments for Spring, 1902. He has also secured all the latest ideas in materials. Last year was a very prosperous year with this firm, their factory not being idle one day in the 12 months. For Spring, grey will be the leading color with fawn. Some blue and black will be sold.

BORDERED AND OTHER VEILS.

There is a decided disposition among the smart set for veilings. The woman of fashion insists on having something new in veiling, as well as in the rest of her attire, to give a completeness and finish to her costume. The bordered veils are but one of the many sorts to be taken very freely. The extreme trade will go in for large spots and fancy colored spots, while those with quieter tastes will take to blacks, and after these the whites; in fact, there will be a much wider call this Spring for white veilings than has characterized the demand for some seasons past. One of the most popular features in veiling will be the chiffon veil, in black and white effects, and in blue and white, either plain or with applied designs of velvet in a polka dot, ring, or crescent shape. This style was worn in the Fall, but will again be much worn on outing hats. The double mesh complexion veil is so becoming that it also will be in demand either with a couple of large velvet spots on the veil, or dotted on either edges with tiny velvet spots. We would advise our readers to look well into this department of their business. The main thing is a nice, new assortment of novelties, it need not be large, but it must be up to date, something new constantly being added, and you will find it one of the best paying departments you have.



A novelty in Spring mantles shown by the Imperial Cloak Co. An improved Raglan with sleeve and yoke in one piece.

"GEISHA" WAISTS

AS the leading Shirt Waist manufacturers in the United States, we would draw the attention of our Canadian friends to our unequalled line for 1902.

We are showing over 1,000 styles, ranging from *low priced* to the *very finest,* both in white and colored. We make use of the best and most stylish American and European materials, and our Waists are being handled with the greatest satisfaction by all prominent retailers throughout the United States.

The *"Geisha"* label, a guarantee of style and good fit, is attached to every Waist, and ladies wearing the *"Geisha" Shirt Waist* are always pleased customers.

We beg to extend to all retailers a cordial invitation to inspect our line when visiting our city.

FRANKENTHAL BROS.

77=79=81 Wooster St. = NEW YORK.

CREATIONS

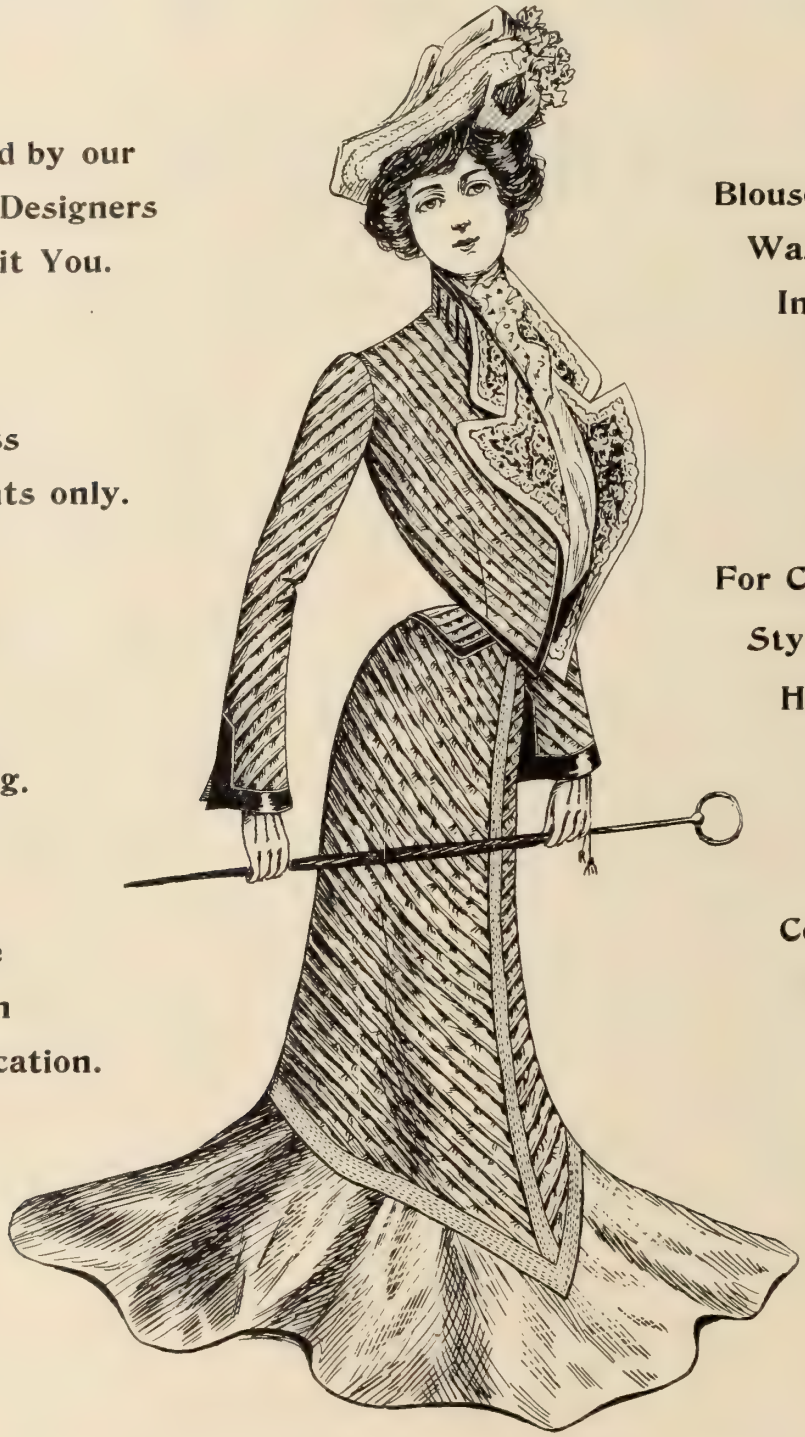
From . . .
PARIS, LONDON
and NEW YORK

Remodeled by our
Expert Designers
to Suit You.

High-Class
Garments only.

Stylish
Perfect
Fitting.

Catalogue
Sent on
Application.



Blouse Waists
Wash Costumes
In Enormous
Variety.

For Correct
Styles we are
Headquarters.

Costumes
and
Walking
Skirts.

Be sure your stock is up-to-date. This is assured by selling

"CROWN BRAND" Garments.

Boulter & Stewart Manufacturers 13 Front St. W. TORONTO

"IDEAL" Spring Offerings



No 246. Good quality Polka Dot and Chambray Percale Waist, made with fourteen pin tucks on bust, and one row of fine embroidery, exactly as per cut. This waist is also made in a good quality of white lawn. Price, **$4.50** per dozen.

Our line consists of about 500 new and desirable styles, every one conspicuous for their "Originality" of designs, excellent workmanship and perfect fit. We are showing all the newest materials made this season, including white, colored and fancy dotted Swiss, India linens, mercerized chambrays, white and colored lawns, percales, etc.

Prices range from **$2 50** per dozen to **$27.00** per dozen, with a great variety of leaders at **$4.50, $6.00, $7.50, $9.00** and **$12.00** per dozen.

No. 247. White Lawn Waist, trimmed down in front with two rows of fine embroidery and 12 tucks, and finished with neat pearl buttons. Back trimmed with six ¼-inch tucks. Buttoned down front Price, **$4.50** per dozen.

No. 259. Good quality plain Chambray Waist, entire front trimmed with 14 ¼-inch tucks, and the back trimmed with six ¼-inch tucks, finished with neat pearl buttons. Price, **$5.00** per dozen.



No. 270. Extra fine quality White Lawn Waist, entire front trimmed with five rows of very fine embroidery, and 28 rows of ¼-inch tucks, in clusters of seven rows each. Buttoned down back, also trimmed with eight rows of ¼-inch tucks on back. New stock collar and tie. This waist is made exactly as per cut, only having five rows of embroidery, instead of four. Price, **$10.50** per dozen.

Our line of Wash Skirts and Suits is now ready, and includes very pretty and novel ideas, at prices ranging from **$2.50** per dozen to **$3.50** apiece.

No. 409. Fine White Lawn Waist, trimmed down front with four rows of fine embroidery, and 24 rows of tucks, in clusters of four. New stock collar, with tie attached. Back trimmed with 12 rows of tucks. Cuffs also tucked. Buttoned down front. Price, **$6.75** per dozen.

No. 263. Fine White Lawn Waist, trimmed on bust with 82 rows of graduated pin tucks, finished on bottom with a fine embroidery. Buttoned down back, and trimmed with 20 rows of tucks. Price, **$8.50** per dozen.



No. 341. Extra fine quality Sheer Lawn Waist, the entire front tucked with 36 ¼-inch tucks, and trimmed with two rows of the very finest embroidery, exactly as per cut. Buttoned down the back, and trimmed with 16 ¼-inch tucks. Collar made of all-tucked lawn, and hemstitched tie attached. Cuffs also tucked. Price, **$15.00** per dozen.

Terms:
2% 10 days
Net
30 days.

Ideal Manufacturing Co
MONROE LOEWENSTEIN & Co.
388 Broadway, New York.

Send for Samples or call to see us when in New York.

FANCY GOODS AND NOVELTIES.

A BIG trade is reported in chatelaine bags. In Mexican hand-carved goods, real alligator, real seal, real morocco and seal grain, they make one of the best lines in leather goods that can be handled. Ladies' purses, too, are shown in such attractive designs that they sell on sight. Some silver-mounted purses are very handsome. Blotting pads are also shown with silver mountings, and are selling well. Among the goods that have been taken largely for the holiday trade are music cases and rolls, playing-card cases and men's bill and coin purses and bill wallets.

PLAYING CARDS.

One of the most beautiful and artistic novelties ever issued in the way of fancy playing cards is called the Nineteenth Century. The general idea followed in the arrangement of the Royal cards is to show the pictures of the most noted kings, queens and prime ministers of Europe who lived during the lrst century.

The back of the cards is exquisitely produced in five colors, and shows the faces of Queen Victoria, King William IV., George III. and George IV. Among the famous men whose portraits are reproduced on the faces of the cards are Napoleon, William I. of Germany, Alexander II. of Russia, Victor Emmanuel of Italy, Prince Bismarck, Garibaldi and others. The cards are put up in ornamental boxes.

NOTES.

The season for sporting goods trade will soon arrive, and dealers with well-assorted lines may expect a good demand for supplies of all kinds. There never was a time when Summer sports were more popular in Canada than they are now.

S. Greenshields, Son & Co. have a full and complete range of chatelaine bags, which, although heavy sellers during the past season, will be in still greater demand for Spring and Summer wear. They are all the time adding new goods to their range. They have also a nice range of metal bags.

The W. R. Brock Co.'s, Montreal, smallwares department, have specials in beaded and leather chatelaines; also novelties in back combs, horseshoe shapes, ball pearl and carved ball buttons.

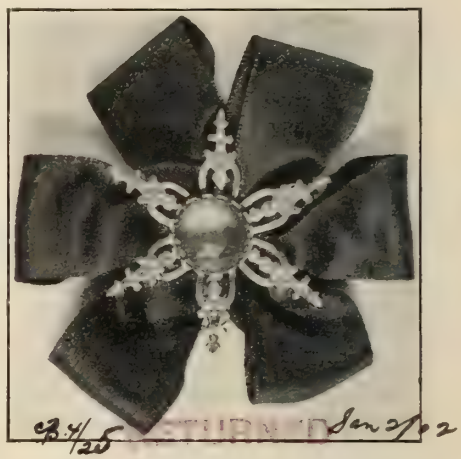
Gault Brothers would remind their customers that the Royal Shetland Floss is in stock in all colors. There has been a tremendous rage for black of late, and a consequent scarcity of stock, but orders can now be filled. Mr. Matthews is quite enthusiastic over his new brand of floss, which has been adjudged by consumers to knit up into great effect.

A BOOK FOR ACCOUNTANTS.

"Book-Keeping for Joint Stock Companies," by David Hoskins, C.A., a treatise that has just been issued, is a valuable text-book not only for accountants, but for all employes of joint stock companies. Mr. Hoskins' long experience and exhaustive study of accountancy has enabled him within the 150 pages of his book to give many valuable hints and much information. It also contains chapters on the duties of secretary-treasurers of companies and extracts from the Ontario Companies Act, the provisions of which it is essential that company officers should be familiar with. Mr. Wm. Eddis, F.C.A., president of the Institute of Chartered Accountants of Ontario, speaks of the volume as a "valuable addition to accountancy literature. The bookkeeping and forms illustrated therein are thoroughly practical and worked out from the accountancy's standpoint." Mr. Hoskins is principal of the British-American Business College, Toronto, and vice-president of the Institute of Chartered Accountants of Ontario. The book is substantially bound in cloth and gold, and published at $1.50. Copies may be had by addressing Mr. Hoskins.

THE NEW ROSETTE BUCKLE.

Read what The Dry Goods Economist has to say about it in an issue of recent date: "Illustrated here is a newly-patented ribbon brooch or buckle, which should be most heartily welcomed by every ribbon department and jewellery man in the country. This new brooch consists of a small scrollwork star, in the centre of which is a cut amethyst. Beneath the star is a patented feature whereby small remnants of any sort of ribbon may be arranged in loops to present the appearance as shown in this figure. It is safe to assert that there is no ribbon department in the country which does not have, every day, at least 20 or 30 small ends of ribbon which are are almost impossible to dispose of. With this new brooch the ribbon ends referred to can be worked off with a nice profit. They can be bought to retail at 50c. We predict for them one of the greatest hits ever made in the jewellery world." Particulars as to where to purchase may be obtained from THE DRY GOODS REVIEW.



Mr. Thos. McQuillan, formerly of The Wyld-Darling Co., has been appointed to sell the Dominion Cotton Co.'s goods in Toronto, working in conjunction with Mr. Hardy, the local representative of Stevenson & Blackader.

For the Spring trade the stock of imported laces and embroideries at The W. R. Brock Co.'s, Toronto, is exceptionally large. Among the former are some fine vals and inserts in black, ivory, arabs, galoons, and fancy cotton. Embroideries in carton lots and also regular goods, with both ordinary and extra fine, all to match, are shown, and lace collars, which are so popular, are selling rapidly. In ladies' underwear they show the largest assortment yet, including some specials in bleached goods, to retail at 25c., in all styles. Cashmere hosiery includes women's and children's sizes, to retail at 25, 35 and 50c., in plain and red; a very special line of 2-1, called "E A", to retail at 50c., and to retail at 25c., a line with double knees, and high spliced heels and toes, called "Cairo." Specials in cotton hosiery include the seamless, stainless black, "Invader," to retail at 10c., and German hosiery to retail from 10 to 25c. There is a large demand for their muslins, among which are white organdies and Victoria lawns, Swiss spots, checks and stripes. Ball pearl buttons, featherstitch braids, pique trimmings, tucked muslins and all-over tuckings are shown in unusual variety. The umbrellas shown include the new and very popular "golf" handle. Gloves may be had in various makes and styles, in silk, taffeta and lisle thread. Specials in taffeta to retail at 25c. are 544, a cream; 361, a tan; 650, a white, and 645, a grey.

READY FOR SPRING

1902

We take this opportunity of thanking our many friends and customers who have favored us with such generous patronage and made 1901 the most successful year in the history of this business.

FOR SPRING we are ready with the most complete line we have ever been able to show.

Notwithstanding the great demands made upon all departments during the largest Fall business we have ever experienced, no detail of Spring wants has been overlooked.

OUR TRAVELLERS start out immediately on their various routes, showing *Spring and Summer Specialties* and the celebrated

TRADE VICTOR MARK REGISTERED

THE Victor all Three

RETURNED JAN 23 1902

TRADE VICTOR MARK REGISTERED

SPORTING GOODS

Baseball Supplies
Lacrosse Goods
Football Sundries
Tennis Requisites
Cricket Outfits
Health Exercisers
Boxing Gloves
Hammocks
Flags
Celebration Goods
Paper Lanterns
Woodenware
Croquet
Air Rifles
Druggists' and Tobacconists' Sundries
Smallwares

The Fancy Goods Company of Canada, Limited,

50 Yonge St., and 6 Wellington St. W. **Toronto, Canada.**

RESIGNATION OF MR. SLESSOR.

At the last annual general meeting of The W. R. Brock Co., Limited, Toronto and Montreal, held at their head office in Toronto, Mr. James Slessor handed in his resignation as managing director of the Montreal branch.

Mr. Slessor has been before the dry goods trade of Canada for nearly half a century, and no man is held in more general esteem. During all that period business has seen many a serious crisis, and changes in consequence, but Mr. Slessor has always been able to successfully overcome the difficulties that have met him, and to pay 100 cents on the dollar. So we feel sure, when we wish him health and happiness on his retirement after so long and honorable a career, we voice the feelings of his friends from one end of the country to the other. On his last trip to foreign markets, Mr. Slessor was taken suddenly and seriously ill, but we are glad to be able to assure our readers that he has made a most satisfactory recovery from this attack.

PROGRESSIVE DISPLAY FIXTURE CONCERN.

Display fixtures have become a necessity these days in every up-to-date store.

The large departmental stores adopt every modern device, mechanical and artistic, regardless of expense, that will enhance the attractiveness of their stores and set off to best advantage goods offered for sale. These large concerns consequently "set the pace," so to speak, and the smaller merchant must adopt like methods of displaying his goods if he expects to secure the local trade which seems to rightly belong to him.

Clatworthy & Co , the well-known display fixture manufacturers (whose advertisement appears on another page), always on the alert for new designs and ideas in their line, have several new fixtues to offer for the Spring trade.

Only three months ago this firm issued their new illustrated catalogue of over 100 pages, full of newest designs in display fixture novelties, and already they find it necessary to issue a supplement, which is now ready for distribution gratis to any merchant writing for same.

To mention one new line only is sufficient, and that of the Kirk display rack appears to be a contrivance of the utmost utility and convenience, and should be found in every place where general merchandise is sold.

Clatworthy & Co. report a very satisfactory trade for 1901, and thank their numerous customers for the patronage extended to them in the past, and assure them of the firm's best efforts in the future. Their large catalogue and supplement will be cheerfully sent gratis to any merchant for the asking.

HOW TO WRITE SHOWCARDS.

A special offer to provide a sign-writer's outfit is made elsewhere in this issue by W. Edwards, 423½ Yonge street, Toronto, who has received expert training in this art, and is thus able to impart it to others. Those who wish to better their position by making themselves more useful and adding to their qualifications a knowledge of writing artistic tickets and lettering for the goods in the windows and in the store are invited to write for particulars of Mr. Edward's offer.

Brophy, Cains & Co. wish to draw the attention of their friends to some special lines in their linen department. Ask to see roller towelling, Y22, Y25, B224, B225, B228, B234, B236 and fancy red-bordered damask towelling E20, one of the best valued lines they have ever shown. Ask to see damask cloths E60 and E62, bleached damask tabling Nos. 140, 150, 160, 170, 180, 190 and 200, all the very latest designs, and each quality with ⅝ and ¾ napkins to match. See their fancy Turkish towels, C35, 36, 38, 44 and 46.

A Pointer to the Trade.

It will be worth your while to consider the **extra values, the up-to-date styles** which we will show for early Spring trade. **Be sure and see our traveller on your territory** for quick-selling Dry Goods Novelties, such as **Ladies' Belts, Belt Buckles, Sash Pins, Hair Novelties, Chatelaine Bags, Stick Pins, Brooch Pins, etc.** Also a complete range of all sizes and grades of **Fancy and Plain Pearl Buttons,** and everything in smallwares necessary for the up-to-date Dry Goods Merchant.

Our Mr. Westwood in his recent trip to England has secured among other valuable agencies the sole selling agency in Canada for **Abel Morrall's celebrated Sewing and Tailors' Needles, Toilet Pins, Safety Pins, etc.** Note the accompanying trade mark on all their goods—none genuine without.



The

Wilkes, Westwood Co.

Limited

62 Bay Street, TORONTO.



We have been compelled to adopt a Symbol in order to protect our Patrons and ourselves.

It has taken the above form.

To the Experienced Buyer it is unnecessary.

To all others it conveys the experience of the expert.

PROTECTION FOR ALL.

The HUDSON BAY KNITTING CO.

MONTREAL.

Prices in the Canadian Market.

Montreal and Toronto, December 31, 1901.



THE year closes with good prospects of stability in prices. Some authorities have argued that the world is certainly, if slowly, on the down grade in the matter of prices. It is not clear that there is any such movement abroad, while in Canada, at least, the conditions are favorable to sustained prices, and buoyant trade.

There is no recent change in Canadian cottons. The mills are fairly busy. Some mills are showing some nice goods with English finish, but not equal, buyers say, to American goods in point of putting up. The latter are made attractive and salable by reason of their being well put up. Our mills are reported behind in Spring shipments and refuse repeat orders even for June deliveries. The flannelette trade has been brisk.

Regarding raw cotton New York advices of December 27, say: Cotton—Spot closed quiet, 1-16c. lower; gulf, 8¾c.; sales, 453 bales; uplands, 8½c. Futures closed steady; December, 8.09c.; January, 8.09c.; February, 8.13c.; March, 8.19c.; April, 8.22c.; May, 8.26c.; June, 8.26c.; July, 8.28c.; August, 8.17c.

Liverpool, December 27.—4 p.m.—Cotton—Spot, fair demand; prices steady; American middling, 4 21-32d. The sales of the day were 10,000 bales, of which 500 were for speculation and export, and included 9,300 American. Receipts, 52,200 bales, all American. Futures opened quiet and closed barely steady; American middling, g.o.c., December, 4 36-64d. sellers; December and January, 4 35-64d. to 4 36-64d. sellers; January and February, 4 34-64d to 4 35-64d. buyers; February and March, 4 34-64d. to 4 35-64d. buyers; March and April, 4-34-64d. to 4 35-64d. buyers; April and May, 4 34-64d. to 4 35-64d. buyers; May and June, 4 34-64d. to 4 35-64d. buyers; June and July, 4 34-64d. to 4 35-64d. buyers; July and August, 4 34-64d. to 4 35-64d. buyers; August and September, 4 29-64d. to 4 30-64d. buyers.

Manchester, December 27.—Cloths, firm; yarns, quiet but firm.

LONDON WOOL SALES.

The sixth series of the 1901 wool auction sales closed in London, December 14, with offerings of 9,170 bales, including a selection of fine new clips. Demand was brisk, and full rates were obtained. Some West-Australian lots were bought in, holders refusing to accept the prices offered. Buenos Ayres was in good demand and firm. The attendance throughout the entire series was particularly good for the season; there was brisk all-round competition every day for most grades of merinos and finer cross-breds. While coarse greasies sold well at the low values established when the sales opened, good merinos were firm and 5 per cent. above the October average throughout the series. Inferior and faulty merinos were 5 per cent. cheaper, but this weakness disappeared somewhat near the close. Good greasy sold well, mostly for foreign account. France was particularly active during the past week. Superior and faultless scoureds sold about the October rates; faulty seedy were 5 to 10 per cent. lower; fine cross-breds were scarce, and in keen request throughout at an average advance of 5 to 7½ per cent. Medium and course grades, at the outset of the series, were 7½ per cent. lower. Later, under the influence of American and French competition, medium greasy improved 5 per cent. above the opening, following a very irregular course. The demand for scoured was better. Slipes were in large supply. Finest grades sold at previous quotations, but other grades, particularly medium lambs, showed a 10 per cent. decline. Cape of Good Hope and Natal scoured snow-whites were 5 per cent. and greasy snow-whites were 5 to 7½ per cent. cheaper, despite the short supply. The close of the series was generally firm. There were 1,150,035 bales catalogued. The total amount purchased for the Continent amounted to 87,000 bales, and for the United States 3,000. The new season's wool, as a rule, is finer and somewhat shorter than last season, and generally light in grease and very burry and seedy. Many Queensland clips show a large percentage of earthy waste.

CANADIAN OILCLOTH PRICE LIST.

There has been no change in the prices of Canadian oilcloths for some time, and the price list now in force is as follows:

FLOOR OIL CLOTH.

No. 1 quality, in widths of 4-4, 5-4, 6-4, 8-4 and 10-4, per sq. yd	32c.
No. 2 quality, " 4-4, 5-4, 6-4, 8-4 and 10-4, "	25c.
No. 3 quality, " 4-4, 5-4, 6-4 and 8-4 "	20c.
Mats or rugs—No. 2 quality in the following sizes: 4-4 x 4-4, 4-4x6-4, 5-4x5-4, 6-4x6-4, 6-4x8-4, 8-4x8-4, 8-4x10-4 10-4x10-4	30c.

CANVAS STAIR OIL CLOTH.

	Widths. 2-4	⅝	¾
Canvas back	.09½	.12	.14½
Painted back	.13	.16½	.20

Length of pieces, 30 yards.

TABLE, SHELF AND COTTON STAIR OILCLOTHS.

	Widths. 5/4	6/4
Fancy mosaics, per piece of 12 yards	$2 10	$3 00
Fancy Woods, " " "	2 10	3 00
White Marbles, " " "	2 25	3 20
White Muslin, " " "	2 25	3 20
Colored Muslins, " " "	2 25	3 20
	11 in. wide.	
Shelf oilcloth, " " "	0 60	....
Shelf oilcloth, " " 24 "	1 20	....
	15 in.	18 in.
Stair oilcloth, muslin back, 50 yd. lengths	6½c.	8½c.
Stair oilcloth, duck back, 40 "	10c.	12c.

ENAMELLED OIL CLOTHS.

		In 12-yd Pieces, 5-4	50 in.	6-4
Muslins.				
Black, bright (glazed) and dull finish	per yd.	.19	.21	.25
Black, patent face	"	.23	.25	...
Browns, greens and maroons	"	.24	.27	.31
Russet and tan	"	.24	.27	
Blue, yellow and red	"	.31	.35	
Scarlet, white and crimson	"	.43	.48	
White sign cloth	"	.19	...	.25
Drills.				
Black, bright (glazed) and dull finish	"	.24	.26	.32
Black, patent face	"	.27	.29	...
Black, tan back, patent face	"	.33	...	...
Black, figured back	"	.29	.32	.37
Black, brown back	"	.32	.34	.39
Browns, greens and maroons	"	.33	.35	.40
Russet and tan	"	.33	.35	...
Blue, yellow and red	"	.38	.42	...
Scarlet, white and crimson	"	.50	.56	...
Ducks, Etc.				
Black, bright (glazed) and dull finish	"	.30	.32	.37
Black, patent face	"	.34	.37	...
Black, figured back	"	.35	.37	.42
Black, brown back	"	.38	.40	.44
Browns, greens and maroons	"	.40	.42	.46
Russet and tan	"	.40	.42	..
Oiled, for wagon tops (50-yd. lengths)	"	...	...	.44
Black moleskin, patent face	"	.78	...	...

SHOE TOP FACINGS

PULL STRAPS and SHOE LABELS

DRESS & WAIST BELTS

SHIRT and UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

Supplied at Short Notice.

Artistic Designs Furnished.

FOR SUITS
Quickest Delivery
FOR FURS

WRITE FOR SAMPLES TO

GERMAN ARTISTIC WEAVING CO.

Factories { CREFELD, GERMANY, and POMPTON LAKES, N.J.

274 & 276 Church St., NEW YORK.

Canadian Office: TORONTO, 14 Melinda Street.

THE MARKETS—Continued.

CARRIAGE FLOOR OILCLOTH.

		In 30-yd. Pieces.			
		5-8	3-4	7-8	5-4
No. 1 Quality	per yd.	.25	.30	.35	.50
No. 2 "	"	.15	.18	.21	.30
No. 3 "	"	.12½	.15	...	.25

Terms: Cash, less 3 per cent. in 10 days.

CANADIAN GINGHAMS, SPRING 1902 LIST.

202	6⅜	215	11¾
203	6⅜	216	11¾
204	8	217	11¾
205	10	218	11¾
206	10	219	13
207	10	220	11¾
208	10	221	14¾
209	10	222	18¼
210	10	224	36
211	11	225	36
212	11¾	Lawn 230	7
213	11¾	Chambray 95	10
214	11¾		

COLONIAL CO.'S SPRING 1902 LIST.

Prints—		Kitchener tweed—	
L.P. 24¼-25-in	4⅞	26 in	9
M.P. 28-in	7½	Drills—	
H.P. 31-32-in.	8	Heavy 31 32 in.	12
C.C. 30-in	9¾	Twills—	
M.K. 32-in. extra heavy navy print	10	87 black and white, and navy and white, 32 ins	10
Ducks—		Muslin—	
28-in. navy and white, black and white	9¾	35 in. fancy blouse muslin	8
Sateens—		Flannels—	
Fancy dress sateen 30-31 in.	12	A.A. 27-28 in	8
		B.B. 28-29 in	8

MAGOG, SPRING 1902 LIST.

H print	4⅞	Sateen cretonnes	15
No. 1 "	5¾	Art muslin	5
No. 2 "	7½	Corded muslin	9¾
HHH	8	A45 foulard	10
AAA aniline	8	M5 lustrins	12½
C print	9¾	Taffeta foulard	12½
SC indigo	8	Best taffeta foulard	13½
XXX "	10	No. 11 sleeve lining	8 net
DC "	10	" 22 " "	9
GC "	12	" 33 " "	10½
NN sateen	10	" 44 " "	12½
A duck	8	" 22X	10
AA "	10	" 22 embossed	12
C "	11	" OC	12
H twill	11	" OC embossed	13½
Durban drill	9¾	Coat linings	10½
XXX skirting	10	60 drill	9 net
Moreen "	10	70 "	11
Magor tweed	9	80 "	12½
Ladas tweeds	10	90 "	14
Heavy mole	15	M1 print	7 net
Extra heavy mole	18½	G38	8
NF Salisburys	8	M2	8¾
Summer suitings	8	M3	9½
NF reversibles	8	M4	8
NB suitings	8	AFA	6
Twill cretonnes	7½	Seaforth tweeds	9
Crepe "	6½	Duchess apron, 36 in	10
Oatmeal "	9	Flags	4½ net
" "	10		

REVISED PRICE LIST OF BELWARP SERGES, COATINGS, ETC.

Price, black.	Name.	Price, ind'go.
$1 90	Admiral	$2 15
1 90	Argyle	2 15
1 45	Bellrock	1 70
2 05	Brooklyn	2 30
2 65	Balmoral	2 90
1 95	Clifton	2 20
2 15	Curragh	2 40
1 70	Commodore	1 95
2 25	Dalmeny	2 50
1 65	Eton	1 90
2 20	Gloucester	2 45
2 25	Gordon	2 50
2 00	Harvard	2 25
1 70	Ivanhoe	1 95
1 25	Majestic	1 50
1 50	National	1 75
2 20	Strathmore	2 45
1 95	Treasury	2 20
1 35	Teutonic	1 60
2 35	Westminster	2 60
1 60	Waverley	1 85

Price.	Name.	Color.
$2 65	Balmoral	2 shades grey
2 00	Clarence	3 "
2 15	Dundee	3 "
2 25	Boxburgh	2 "
1 85	Palace	3 "
2 35	Imperial	3 "
2 35	Columbian	Black only
2 05	Rosslyn	"

54-INCH BELWARP ITALIAN CLOTH, BLACK AND COLORS.

Price.	Name.	Price.	Name.
$0 65	Haddon	$0 95	Chatsworth
0 65	Welbeck	0 65	Empire, 6 shades
0 85	Woodstock.		

54-INCH BELWARP MOHAIR TWILL, BLACK AND COLORS.

Price.	Name.	Price.	Name.
$0 65	Osborne	$0 95	Windsor
0 65	Talbot	0 95	Dudley
0 75	Sandringham	1 00	Hornby
0 75	Ashley	1 00	St. James
0 85	Marlborough	0 75	Dominion, 6 shades
0 85	Beaufort.		

NOTES FROM THE STAPLE DEPARTMENTS.

The W. R. Brock Co.'s, Limited, Montreal, staple department are clearing out a few cases of bleached sheetings, 8-4, 9-4 and 10-4, from 15 to 20 per cent. below regular value. They are offering them through their travellers. They are also showing striped flannelette, fully 34 inches wide, which can be retailed at 10c. The lining department are showing many new shades in sateens, linenettes and percalines. Also plain colors in organdy muslin lining. In prints, they are still keeping up the polka-dot patterns in wrapperettes, and they are opening out and busy shipping the new prints for Spring 1902.

Complying with the request of many friends, Brophy, Cains & Co. are importing several ranges of English Oxfords, fine Harvards, indigo galateas, checked and bordered apron ginghams, fine indigo nuns stripes, etc.; also, some choice styles in fancy bordered, embroidered bordered and fancy checked apron dowlas.

John Macdonald & Co., the great print house of Canada, announce that their sales in Crum's prints have more than doubled their sales of last season up to date. Their showing in Crum's goods are more extensive this season than ever before, and the price is considerably lower than last year. We have seen their range of patterns and would mention a few of the most striking: Novelty stripes, chambray effects in plain colors and stripes, new patterns in fancy regattas for shirts and blouses, cashmere effects, indigos, new blues, amethyst or royal mauve grounds in most attractive patterns, dark fancies in great variety, navy and red and bright red grounds in spots, stripes, figures and floral effects; cherry or beetroot grounds in the same patterns, delaine effects in light and dark colors, mercerized sateens in beautiful patterns in all shades and black and white; light fancies (novelty patterns) in light and fancy floral and figure effects; pongees in light and dark fancies.

In flannelettes, The Brock Co., Toronto, point to No. 680, a 26-in. dark and light striped flannelette, for 5c. retailing; No. 180, yard wide, 30 different patterns, retail at 10c.; E, 32-in. plain saxonys, and F., 30-in. twill, both retail at 10c. Above four lines are leaders and well worthy of inspection. In linens there are: No. 64, a ⅝ bleached table napkin, at $1.50, worth $2.50; 66, ⅝ do., at $2, worth $3; P, ⅞ do., at $2.25, worth $3.25. Two odd lots of a 66-in. bleached table linen, offered at 37½c., regular price 50c. No. 20, a 32-in. schrinered, mercerized plain sateen, in black and colors, retail at 20c., regular price 25c.

A line of "D. W." prints that is being specialized on in Wyld-Darling Co.'s staple department is having a phenomenal sale. It can be retailed for 10c., and is claimed to be the best ever shown. The range comprises all staple designs and navys and new blues.

Every Notion Counter Should Have It

THE

NOTAHOOK

MOST PERFECT, PRACTICAL AND SIMPLE INVENTION OF THE AGE.

What is It?

A flat, smooth, strong and thin device that takes the place of buttons and buttonholes on any and every garment worn.

Every jobber should put it in stock.

Every manufacturer of Cloaks, Suits and Skirts will never give it up if they once adopt it.



SAMPLE BOX, 10 CENTS

Address--

Parker Novelty Co.,

Room 98 Decker Building, 33 Union Square.
Telephone 3489—18th.

NEW YORK.

James Coristine & Co., Limited

Manufacturers —of— **HIGH-CLASS FURS**

MONTREAL.

Sorting orders will have prompt attention. Catalogue and Price List on application.

James Coristine & Co., Limited

Importers —of— **Felt Hats, Caps and Straws**

MONTREAL.

Styles and Values never better.

THE CELEBRATED

"P. D."

CORSETS



are absolutely without rivals for Style, Fit and Durability.

This well-known brand has undoubtedly the largest sale in all civilized countries; this has been reached solely through the merit and quality of the goods.

This is what has made them so popular with the trade, and **every pair is backed up by the makers' guarantee.**

No other manufacturer is showing such a large range of **Straight Front Corsets.** The prices run from $9 up to $60 per doz.

If you want to **get** and **hold** the best trade of your town, handle the "P. D." Corset. Drop us a card and we will arrange to show you our samples, or send sample order. It will have our best attention.

KONIG & STUFFMANN

SOLE AGENTS FOR CANADA **11 Victoria Square, MONTREAL**

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO, and MONTREAL.

Dry Goods Commission Agents.

Representing:
- Wm. Simpson, Sons & Co., Philadelphia, Pa., Prints, Linings and Draperies.
- Cartwright & Warners, Limited, Loughborough, England Hosiery and Underwear.
- D. Sandeman & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs. Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

THE METAL SHINGLE & SIDING CO., OF PRESTON, recently placed one of their metal ceilings in the handsome new store of Messrs. Glasgow Bros., of Prescott, who write to say that they are perfectly satisfied in every particular, and can highly recommend the Preston ceilings.

The Star Whitewear Mfg. Co., of Berlin, say that the metal ceiling which they got from the **METAL SHINGLE & SIDING CO., OF PRESTON,** turned out very satisfactory, and that they are well pleased with the design.

"The metal ceiling which I had erected in my store is highly satisfactory, giving an appearance scarcely to be acquired in any other way." This is what R. L. Murray, the general merchant of Paris, has to say in regard to the metal ceiling which he purchased from the **METAL SHINGLE & SIDING CO., OF PRESTON**

Oldest and Original Cord, Fringe and Tassel Works

IN THE DOMINION.

TRADE MARK

Braids, Barrel Buttons, Gimps, Ornaments, Cords, Fringes, Tassels, Chenille, etc.

Moulton & Co., 12 St. Peter St., **MONTREAL.**

Ingersoll Woollen Mills

MAKE THE BEST

Untearable Tweed

ASK YOUR TRAVELLER FOR IT AND HAVE NO OTHER.

WM. M. ANGUS & CO., agents for Toronto; and **A. A. MacDOUGALL & CO.,** agents for Montreal and the Lower Provinces.

WATERHOUSE & BRADBURY,

INGERSOLL, ONT.

"Indispensable for the Open-Air Girl"

"THE DAILY NEWS" SAYS:

"The Shopper who knows her business will inquire if the stuffs are **'PIRLE' Finished,** knowing what a difference this makes, not only in the appearance of the Fabrics, but in their durability."



Registered Trade Mark No. 236666.

MADGE, IN "TRUTH" SAYS:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the **'PIRLE'** stamp on it, as this affords an absolute guarantee for the wearer. The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

To be obtained from the Leading Importers

or full particulars from

E. Ripley & Son, Ltd., 100c. Queen Victoria Street, London, E.C.

The Clothing and Woollen Trade.

MEN'S WEAR FOR SPRING.



N the kind of fabric and the patterns to be popular during the coming season, there is in the better trade an expectation of tweeds and cheviots, grey checks and grey mixtures being much worn. The feeling is also a little in favor of brown and green mixtures and checks. Worsted suitings in checks and stripes will do a good trade.

For Spring overcoatings, waterproof coverts in greys, fawns and green fawns, and grey cheviots in Oxford and Cambridge, and Scotch tweeds, will probably have the call for the best trade.

In trouserings, stripes and checks are both good. The stripes are a little wider. There is likely to be some feeling for tweeds. The large patterns will be worn in greys, but such colors as subdued browns and greens will also be in evidence.

SPECIAL LINES OFFERING.

For the Spring, 1902, trade in woollens some special values are shown in John Macdonald & Co.'s that should be looked after. First, there are 3-4 fancy worsted trouserings and 3-4 wool trouserings in the newest stripe designs. The stock of 6-4 fancy worsted trouserings at popular prices is the largest and best assorted they have shown for many seasons They have made large contracts for blue and black worsted serges, from the lowest cross-bred to the finest Saxony wools. Merchant tailors' trimmings are made a specialty. In the ladies' tailoring trade, homespuns, boxcloths, vicunas, venetians and broadcloths are shown in wide assortment. Lightweight friezes in greys, blacks and blues are also prominent. Orders in these goods for the coming Spring are very much in excess of those at the same period a year ago.

A big transaction in woollens is recorded by The W. R. Brock Co., Toronto, this being a purchase of worsted serges, 19,000 yards, contracted for at a very low price with a manufacturer whose mills were not busy. They comprise the latest and newest designs, and are pure botany worsteds. This line is 33⅓ per cent. below last year's prices for the same quality of stuff.

The same firm have been appointed sole Ontario sellers of the "Saltaire" brand of black and blue serges, dress worsteds and black and blue vicunas. This material is guaranteed as their best by the Sir Titus Salt Co., of Saltaire.

The two lines of black and blue worsteds, 'Invader" and "Defender," handled by the department, are guaranteed "corkers" in respect to value, color and price.

A WESTERN CLOTHING HOUSE.

Rather more than 22 years ago, Donald Fraser went west to Winnipeg to represent the clothing house of James O'Brien & Co., of Montreal, in the "Great Lone Land." Previous to his arrival in Winnipeg, Mr. Fraser had travelled over all the older Provinces of the Dominion, and possessed a thorough and practical experience of the clothing trade in all its branches. He at once secured the best premises then available and opened up his stock, and from the first, by carefully watching the demands of the trade, he was able to work up a large and profitable business for his house, which he continued to represent, as western manager, until 1891, when James O'Brien & Co. ceased to exist, and Mr. Fraser bought out the Winnipeg business and at once began to enlarge and improve it, until to-day it is one of the best known houses in the West and does business in every town and village from Winnipeg to the Coast. The manufacturing is all done specially for western trade at the factory of the house, 502 St. Paul street, Montreal, and consists of "Fine Clothing" for men and boys. In addition to all lines of cloth goods the house carry a heavy line of valuable furs. These are all manufactured purposely for them in Montreal.

Asked as to what had been the most salient features of the clothing trade of the West during the time he had been in it, Mr. Fraser said: "Growth. The development of the trade, though perhaps not so rapid as we dreamed of in the early eighties, is nevertheless enormous, and is expanding with every passing month. The trade done in the West and on the Coast is for a high class of goods; in fact, we would not think of bringing out here many of the lines of cheap goods manufactured for eastern trade.

"The coldness of the Winters also makes a difference, and heavier lines are carried here. People want good warm clothing and are willing to pay for it."

Mr. Fraser is a native of Ross-shire, Scotland, and has brought to bear upon his business all the shrewdness, energy and perseverance so pre-eminently characteristic of his countrymen. He saw early in his coming to the country the grand possibilities of the West, and has steadily and persistently worked to make them actualities.

IN MEN'S AND LADIES' WOOLLENS

There is little doubt but that stripes are to be in even greater favor than ever in suitings. The assortment of them in Nisbet & Auld's is the largest in Canada, and already large repeats have been necessary. In trouserings, which are shown in large stripes in greys, the stock is very complete, including designs rather handsomer than usual. For top coats for Spring, the new worsted covert cloth, which will be made up without lining, is in good demand, both for men's and women's wear. The grey and fawn rainproof coat will also be a feature of the season in coverts and venetians.

In ladies' goods, the assortment of homespuns is an immense one, including the goods of The Oxford Manufacturing Co. and other makers. French cashmeres and flannels, of the best qualities, have been added to the stock, many of the lines being confined to this house for Canada. As to ladies' broadcloths, there have been added to the already large assortment two new cloths in mixtures, to retail at $1 and $1.50. These are good value.

In men's suitings for Spring, Scotch tweeds are in heavy demand; in fact, they seem to be taking the place of fancy worsteds to a certain extent. So say a leading firm. The latter, of course, will sell well, as always. The brown tints are liked best, and patterns are often fairly striking. Worsteds are taken mostly for trouserings. The patterns in Spring trouserings seem to be well liked, for Wyld-Darling Co. are experiencing an unusual demand for trouserings for the coming season. For best wear they are showing some special 21-


SPRING NOVELTIES.
McKenna, Thomson & Co.
Wholesale Clothiers.
Montreal.

ounce black worsted coatings, which are splendid values and being picked up rapidly, the "Beaver" brand being particularly good. An increasing demand is felt for their special serges in the popular black and indigo, the "Atlantic," "Pacific," "Trilby," "Sayles" and "Wellington." In linings, the assortment, besides the large stock of fancy silesias, pocketings and all tailors' trimmings, includes some special mohair serge linings, the "Celtic," "Britannic," "Germanic," "Teutonic" and "Majestic." Silk linings are shown to mateh all classes of goods.

A RANGE IN CLOTHING.

McKenna, Thomson & Co., Montreal, are out with their usual full range of Spring and Summer clothing, and we understand that their new styles have met with popular approval. This firm employ the best designers procurable, and the retail trade may always feel assured that the clothing sent out from this house is up to date in cut, style and finish. Their high-class goods stand unexcelled on this market, either in men's, youths' or boy's clothing. Their rainproof coats well merit the inspection of the trade.

WOOLLEN NOTES.

The Canada Clothing Co., Montreal, are showing a full range of men's and boy's clothing replete with good values. We would advise any firm throughout the country that should have any suitings that have not proven saleable in the piece, to have them made up into garments. The Canada Clothing Co. do this work and testify to the fact that they have moved a good deal of dead stock for dry goods merchants.

R. Begg, woollen buyer for John Macdonald & Co., and H. G. Cook, of the Brock Co, Toronto, have gone to the British markets.

Those who spent the Summer in flannel suits will have no difficulty in accounting for their popularity, and the season of 1902 promises an increased demand, though the best trades are inquiring for designs and colorings somewhat distinct from those so generally worn last year. Young & Rochester, who are acknowledged authorities in these lines, report buyers more critical in selection, and the higher class favoring the fine cashmere effects. Their extensive ranges, however, have already secured increased orders to their Toronto agents, though the season is yet young.

Waterhouse & Bradbury, Ingersoll, Ont., are making the best untearable tweed for pants, and we can recommend them as they are made from pure Canadian wool, and the mill at present cannot fill all their orders. See their advertisement on page 225.

LADIES' BELTS.

THE smallwares departments of the different wholesale houses have been doing a flourishing business in the popular lines of belts. According to the existing rules imposed by fashion, it is imperative upon every lady to have not one belt alone, but two or three. Some ribbon belts are worn, but only a few; the vast majority of belts cannot be made up in the home for they are built of leather. Consequently, the retailers are handling the finished article in large numbers, and are making money on them.

Patent leathers are as strong as ever in this country, and will be largely worn next year again. But there will be one changed feature. Last year the ladies asked for single patent leather, that is, leather patented on one side only; now they must have it double. The most popular buckles are the harness and strap. In cloth goods the dip buckle, in oxidized, silver and gilt goods, is the most worn to give the belt that form acquired in the leather goods by the shaping in the cutting. The only fabric belts selling just now are tucked, and it would appear that there is still some demand in store for them.

But for Spring the real feature will be elastic belts and beltings. Of course, as we have said, there will be some leather goods sold, not only in patent leather, but also in plain black. And even colored belts will be wanted by the ladies, contrary to last season's style. But the newest feature will be elastic. They will be in extreme widths as well as mediums, running all the way from 2½ to 6 inches. Some of finest goods will be bead belts, elastic belting studded with steel tips and creponne elastic. Quite a range of plain elastic belts will be shown in 2 and 2½-in. widths.

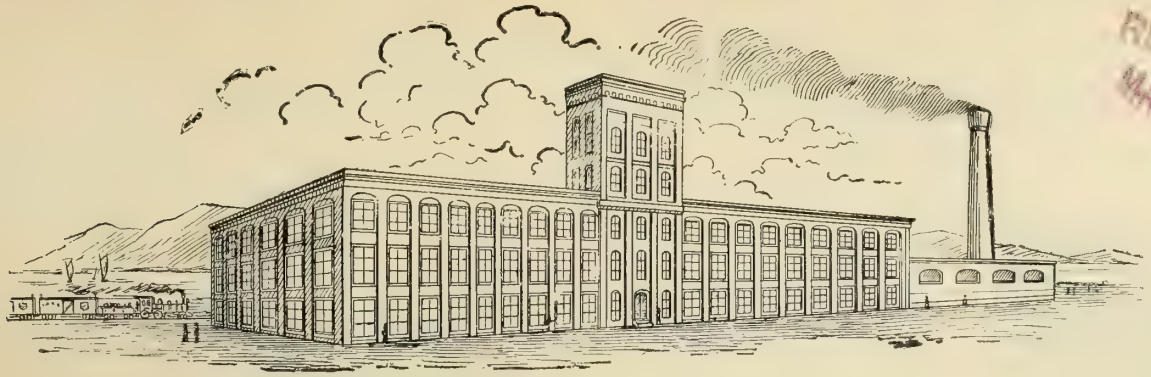
FIRE AT ORANGEVILLE.

A few evenings before Christmas fire broke out in the large store of Chapman & Co., Orangeville. The interior was gutted and the stock largely destroyed. The store had only recently been enlarged and improved and the fire, coming as it did at the height of the holiday season, was a blow to Mr. Chapman. The stock in the store was worth $18,000 on which Mr. Chapman had an insurance of $9,500. After the insurance appraiser had examined the place Mr. Chapman was awarded $8,600 and the salvage which is now being sold at a clearing fire sale previous to the store being thoroughly refitted and restocked. The loss over and above insurance was $5,000, but Mr. Chapman's energy and ability will soon have things in shape again. THE REVIEW extends its sympathy and good wishes to the firm.



JAN 8 1902

RETURNED MAR 28 1902

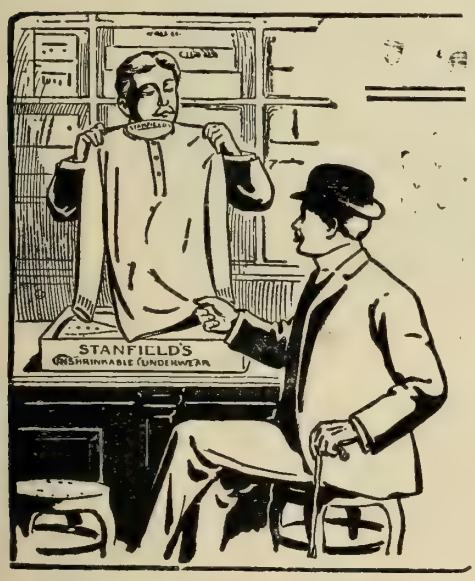


Where Stanfield's Unshrinkable Underwear is Manufactured.

Every Garment is Tested and Guaranteed.

THAT is one reason why we can guarantee our underwear so fully—why we can bank our money on every garment—why we can confidently say that Stanfield's Unshrinkable Underwear will please your customers and give perfect satisfaction.

Ours is a factory where we can be sure, and we are sure, that the best material, the best men, the best methods that money can procure, enter into making underwear that is recognized as the only pure wool underwear on the market that is absolutely unshrinkable. Time is the greatest of all tests. **Stanfield's** is no experiment—it is the oldest and best All-Wool Unshrinkable Underwear in the world.



Give me Stanfield's, please.

Good underwear for poor washing.

Not bad underwear for good washing.

Stanfield's Unshrinkable Underwear

is sold direct to the retail trade.

SAMPLES NOW READY.



Washing tells the tale.

Delay in placing your order may mean disappointment later on. A word from you will set things going. "Will you say that word?"

BEWARE OF WORTHLESS IMITATIONS.

Truro Knitting Mills Co., Limited

TRURO, NOVA SCOTIA.

THE DOMINION COMMERCIAL TRAVELLERS' ASSOCIATION.

THE scrutineers, Messrs. Riddell and Common, reported at the annual meeting of the Dominion Commercial Travellers' Association, held in Karn Hall, Montreal, December 14, that the following had been elected office-bearers for 1901-1902:

President—Mr. James Robinson, by acclamation.

Vice-president — Mr. George Mann, 1,203 votes. The other candidates were Messrs. Gus. Harris, 576 votes, and Fred Birks, 216.

Directors—Messrs. W. B. Matthews, 1,247; E. F. Doutre, 1,195; R. C. Wilkins, 1,182; W. H. Evans, 1,159; Arthur Fournier, 1,079.

The other candidates were Messrs. W. E. Dickson, A. Gall, R. G. Plow, J. A. Thompson, and F. T. Pilon, but the number of votes cast in their favor was not made public.

Treasurer—Mr. J. S. N. Dougall, re-elected by acclamation.

The total number of ballots cast was 2,078, of which 28 were rejected for various reasons.

Mr. T. L. Paton, the retiring president, occupied the chair. The annual report of the directors was taken as read, the president remarking that it was, perhaps, one of the best statements presented. All the mortgages were in a satisfactory state, except the second mortgage bonds of the board of trade. A proposition has been submitted to the association to forego the interest for two and a half years, to enable the board to erect an up-to-date building, and the proposition had been agreed to.

SECURITIES IN GOOD SHAPE.

The sanction has been obtained, he said, of all the second-mortgage bondholders whose addresses were known to the board of trade, and the intention was to tear down the walls of the burned building this Winter, and to then commence the erection of a new structure. The association's security would then be better than it was before. He mentioned that this was the twenty-seventh year of the association's existence, and said that during that time there had been 355 deaths, on which the association had paid out $304,000. In many cases these payments were the only money the family had at the time of death.

The names of the 32 members who had died during the year were read, and the report was unanimously adopted.

During the evening Mr. George Fielder, a member of the association who had returned from the South-African campaign since the last annual meeting, was invited to a seat on the platform.

The trustees of the educational fund reported that of the five pupils under their care at the beginning of the year two had retired. Applications had been received for two scholarships during the year, but the children subsequently removed to Toronto, where education was free. The amount disbursed was $125.75, leaving a balance of $44.46, and, as this was not sufficient to meet requirements for the ensuing year, an appropriation of $150 was asked for.

On the motion of Mr. J. T. Dwyer, seconded by Mr. R. C. Wilkins, the report was adopted, and the appropriation asked for granted.

The trustees of the fund were reelected, namely, Messrs. George Summer, George Boulter, David Watson, Charles Gurd and Robert Henderson.

The meeting then resolved itself into a committee of the whole, and discussed the revised by-laws of the association.

OBJECTS OF THE ASSOCIATION.

The objects for which the association is established are:

1. To promote and protect the interests of commercial travellers generally.

2 To elevate the intellectual, moral, social, and material welfare of its members.

3. To make provision against accident or death, and to assist the widows and orphans of deceased members.

4. To secure from transportation companies, hotels, telegraph, telephone, insurance, and other companies and persons, just and equitable concessions and privileges.

With some slight verbal amendments the by-laws were adopted on the motion of Mr. Max Murdock, seconded by Mr. G. A. Mann. Mr. Murdock said that at the first meeting of the directors after the board of trade fire it was discovered that the by-laws had been destroyed. It was thought an opportune time to introduce a new set, and a committee was appointed for the purpose, and it made its presentation to the board three or four months ago.



Mr. James Robinson, the New President.

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Mr. Samuel Woods gave notice of motion that if, after 20 years, a member finds himself unable to pay his annual subscription, it shall be charged against his mortuary account, and deducted with interest from the claims of his heir or heirs.

The retiring president thanked the association for the courtesy which had been shown him during his year of office; and the new newly-elected president returned thanks for the honor which had been conferred upon him, an honor which he fully appreciated.

A vote of thanks was, upon the motion of Hon. J. D. Rolland, accorded to the retiring officers.

To Mr. J. H. Morin, who leaves for Toronto next month to join the firm of P. D. Dods & Co., a hearty god-speed was wished, and the meeting closed with the singing of "God Save the King."

THE NEW PRESIDENT.

Mr. James Robinson, the newly-elected president, has been a member of the association for 22 years. He was born in Montreal on May 1, 1856, and since first donning his first

The time to buy is when another wants to sell. This is the reason we offer you 6,000 pieces Velvet Ribbon at special prices.

Chiffons are Fashion's favorite.
Chiffons attract trade and pay a profit.

SAMPLE ORDERS SHIPPED BY US ALWAYS SATISFY.



Velvet Ribbons
Velvets
Crepe de Chine
Mousseline de Soie
Val. Laces
Galoons
All-Overs

VEILINGS VEILINGS VEILINGS

Canada Veiling Co.
50 Bay St. Toronto

Mantles,

COSTUMES, SKIRTS, ETC.

Canadian Buyers will always find the very latest Novelties in Ladies' and Children's

Jackets, Skirts, Mackintoshes, Capes, Etc., Etc.

in our showrooms. Special attention is being given to the requirements of the Canadian Trade, and we will be glad to show our samples, and learn your needs.

Mr. Robert Edminson is now acting as our Agent for the Dominion of Canada.

CORBY, PALMER & STEWART
39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

FOR SALE.

FOR SALE—In British Columbia; three old-established general stores, with Saw and Flour Mill, Ranch, Cattle. Satisfactory reasons for selling. Apply to Geo. S. Davison, 27 Sparks Chambers, Ottawa, Ont. (12)

ADVERTISING IN WESTERN CANADA will be . . .
CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE **ROBERTS ADVERTISING AGENCY**, WINNIPEG CANADA.

THE C. G. YOUNG CO.
RUBBER STAMPS
AND SUPPLIES
No. 1 Adelaide Street East, - TORONTO

CLOAKMEN!

Here's the newest in Cloak Racks. It revolves freely and is substantially made—made in the Palmenberg way.

You'll appreciate the feature of greatest novelty about it—the card holder.

Now you'll have no trouble in placing your signs and price tickets in conspicuous places.

Depend on Palmenberg for advance ideas in fixtures—always.

Card holder is neat, sightly and can be removed in a "jiffy" when not desired.



No. 107 X.
Revolving Cloak Rack.
Made of metal. Pedestal of cast metal in new and attractive design. Standard is of 2-inch steel-lined tubing. The Machine-worked bearings give perfect action. Nickel-Plated, Copper, Oxidized or Gun-Metal finish.



No. 42 L.
The "Empire" Skirt Hanger
Made of hard wood highly polished. The hook is of best tinned wire, securely fastened and can be readily turned.
Simply place the hanger in the skirt and allow the wire hook to catch on opening of skirt (as shown in cut). The hook does the trick, always hangs in place and skirt never wrinkles or sags.

Send for Supplement E to our catalogue. Just issued and full of new ideas.

J. R. Palmenberg's Sons
Office and Salesrooms: 710 Broadway
Factory: 89-91 West Third Street, NEW YORK
Established 1852

pair of bootees, he has been very much felt in the shoe business of Canada. His first experience was with Ames, Millard & Co., now The Ames, Holden Co., Limited, where he worked nine years in the manufacturing department and obtained an experience that has since been invaluable to him. He commenced to travel for Jas. A. Young & Co., but this firm ceased to exist one year afterward, and Mr. Robinson became identified with the late Hon. G. Bress, of Quebec, with whom he continued for eight years before launching in the jobbing business on his own account. He began operations in a private house on Park avenue, Montreal, and, although there were lace curtains on the front windows in lieu of a sign, and no heavy enough to keep some of the factories busy all the year round.

Mr. Robinson's ability as an organizer was well exemplified recently by the successful manner in which he reorganized The Maple Leaf Rubber Co., of which he is now president. He also holds presidential positions in The Durham Rubber Co., Bowmanville, Ont., and in The Shoe Jobbers' Association of Canada.

Mr. Robinson was a commercial traveller who began with little, and, by sheer force of energy and pluck, has built up a big business, and, mayhap, has made some money. At any rate he has lots of friends who believe he has and are glad of it.

PROMINENT CANADIAN BUSINESS MEN.

JAN 15 1902 to Mont office



MR. A. W. D. HOWELL.
President Montreal Dry Goods Association.

The newly-elected president of the Montreal Dry Goods Association—the organization of wholesalers connected with the Board of Trade—was born in Montreal, but is of English descent. His first experience in the wholesale trade was with Walter Macfarlane & Baird, possibly the best-known tweed and clothing house then doing business in Canada. On their retiring from business he entered the wholesale dry goods and fancy goods house of J. Y. Gilmour & Co. Leaving them in December, 1886, the present firm of Brophy, Cains & Co. was formed, his partners being Thomas Brophy and Fred L. Cains. Like the firm of which he is a member, Mr. Howell is widely known and respected, and his qualities and standing are sufficiently indicated by the selection of him to represent the wholesale trade of the metropolis. He has been a member of the Board of Trade since 1887. Mr. Howell's business equipment includes untiring energy, caution and judgment, and his career is one which young men can study with advantage.



MR. JAMES D. ALLAN.
2nd Vice-President Toronto Board of Trade.

By the death of the 1st Vice-President of the Toronto Board of Trade lately, places had to be filled in the executive, and Mr. James D. Allan was elected 2nd vice-president. Mr. Allan was born at Port Rowan, Ont., his parents being from the Orkney Islands. After some years in Port Rowan he removed to Toronto in 1876, and he and his brother founded the wholesale hat, cap and fur business now so widely known as A. A. Allan & Co. Mr. Allan, as fur buyer for the firm, has travelled extensively in Europe, speaks several languages, and is well informed on business affairs abroad. He joined the Board of Trade in 1887, is chairman of the taxation committee, and has been a member of the council for several years. He represented the Board at the Philadelphia Congress of Chambers of Commerce. His labors in behalf of technical education have been warmly appreciated. His report drawn up for the committee of the Board has been called for by commercial authorities in many parts of the world.

outward fact to indicate that a large shoe business was being conducted within, he managed to make a turnover of over $200,000 in the last 12 months he occupied it.

Seven years ago Mr. Robinson took the premises at 208-210 McGill street, and expected to have a couple of flats to spare. However, business grew so rapidly that a year ago he found it necessary to remove to 184-186 McGill street, where he has four storeys and a basement, besides a large warehouse for storage purposes. He has now the largest boot and shoe jobbing business in Canada, employing 15 travellers. Although a shrewd buyer, his appearance in St. Rochs is always welcomed, because he knows shoes and places orders

20TH CENTURY SUNSHADES AND UMBRELLAS.

The number of early orders booked for these popular goods, say Brophy, Cains & Co., endorse most positively the merits they possess. "Exclusive" handles, made up of their own cloths, in the best style and finish that can be produced at popular prices, has enabled them to reach the very best trade in the Dominion. All who have not handled their goods should write for a few sample half dozens. All orders for special styles can be executed within 10 days.

In ready-to-wear skirts, John Macdonald & Co. are showing some special things in which buyers take a keen interest.

King's Famous Scotch Hollands

JOHN KING & SON

Manufacturers of

Scotch Window Hollands

142 West Nile Street,

Established 1775. . . . **GLASGOW**

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IDEAL RAPID TRANSIT.

Long distance equipment increases the speed, and cuts down overtime charges.

The Contract Department will furnish particulars.

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BELL TELEPHONE CO. OF CANADA.

Messrs. Woods & Taylor, of Galt, Ont., state that they consider their metal ceiling a very great improvement over the old plaster ceiling, and have great pleasure in testifying to the beauty, lightness and elegance of the metallic ceiling which they received from the **METAL SHINGLE & SIDING CO., OF PRESTON.**

"Everyone who sees my new ceiling pronounces it the most handsome in this locality. I can also speak highly of the satisfactory manner in which our business was transacted." This is what Mr. Lorenz, of Hanover, Ont., writes in reference to the ceiling which he purchased from the **METAL SHINGLE & SIDING CO., OF PRESTON.**



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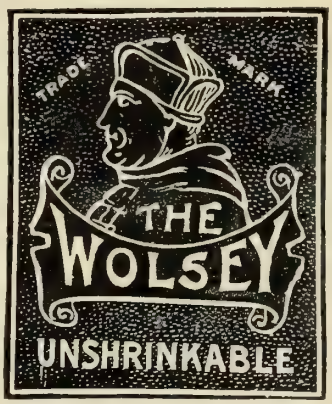
Boots, Shoes, Rubbers,

and are prepared to look after your needs to the very best advantage. Our prices are as low as any and lower than the most. If our salesmen do not call in time, we shall be glad to quote prices or send price lists. Catalogues gladly mailed for the asking. Mail orders receive prompt and careful attention.

CAMPBELL SHOE CO.

129 ST. ANDREW ST., - QUEBEC.

NOTICE.



Owing to the enormous demand for **WOLSEY** Unshrinkable Underwear during the past few months, the manufacturers regret that it has been absolutely impossible (even working night and day) to execute orders as promptly as they would have wished.

They desire, therefore, through the medium of this journal, to offer their apologies to the trade for any inconvenience occasioned by delay in delivery of their orders.

In order to prevent a recurrence of this difficulty another season, they beg to announce that they have now completed a **Large Extension** to their Works, which will be filled with the **Best and Most Up-to-Date Machinery Procurable.**

Remember **WOLSEY** leads the way, the others follow.

Wolsey will be the Unshrinkable asked for in

1902.

Dress Goods

THE outlook for a good Spring yardage business in dress goods has not been so bright in years. And this in spite of the fact that bookings to date are not exceedingly heavy. As one dress goods man put it: "Women have gone crazy. To-day they will have nothing but homespuns; homespuns; until we cannot get enough homespuns and tailor-made dress fabrics, 18 to 20-oz. stuff, to supply the demand. We are simply taken off our feet. Of course they do want a good deal of the finer dress goods, and we will not be left with any surplus of stock, but there is not the run on these lines that was expected. But take my word for it, from this trade there will come a sharp reaction. We see it coming even now, for retailers are daily crying for light Spring dress goods for Winter evening wear. If the tendency counts for anything, light, flimsy, airy materials being shown for Spring will exactly hit popular fancy, and then for business!"

Everything would indicate that the Spring must open up with a tremendous volume of dress goods business. Of course the garment-making trade, which has been putting the legitimate dress goods business into the doldrums of late, will still go on, and many costumes of lighter cloths will be sold. But a rainy-day skirt and a blouse or two will no longer be sufficient to make the lady dressy. The day of full costumes is coming back, and these goods must be handled by the yard over the counter. All the crepe de chine, the eolinnes, the veilings, the grenadines, and the other light flimsy goods must be made by the dressmaker. And, as these are to be stylish, almost the entire dress goods trade of next season is reserved for the counter rather than the costume department.

In other words there is a coming reversion from the desire to be mannish, a vogue that has ruled supreme for some seasons. Woman is coming back to her own distinctive dress—a fluffy, fussy costume of the art nature. The dress sleeve will no longer rule. One color will not be sufficient hereafter. Trimming, such as lace and ruching, will be largely employed. The whole dress will be soft materials, trimmings and accessories. It would seem that the fluffy neck-pieces that were worn this fall will be a regular craze next season. Everything indicates a marked reversion from the tailor-made style of dress.

We have nothing to add to the list of fabrics that we gave last month as fashionable for Spring. The leading colors will be light greys, tans, blues, reseda, black and white. At the present moment it is difficult to get enough old rose to supply the demand, but it is doubtful if this color will be worn on the street next season, and yet dressy colors will be worn to some extent. Dresses heretofore reserved for indoor reception or theatre wear will be quite in place on the street next Spring.

NOTES IN THE TRADE.

The W. R. Brock Co., Limited, Montreal, silk department are showing special lines of tamolines, glaces, bengalines, satin and moire velour. The dress goods department are showing special lines in creponette, armures, voyle de Paris, poplins, grenadine, silk echens, eloin, lustre, soleil, granite cloth and melange.

The wearing qualities and beautiful finish of Japan taffeta are now well known to the trade, and business in this line is increasing. Indeed, K. Ishikawa & Co. have trebled their business in the past two seasons. Their 27-inch goods are in great demand for making up into dresses and waists. They are shown in a large range of colors, including the very latest shades. The 20 and 23-inch Japan taffeta is much used by the millinery trade, and in the stock are the new shades—reseda, greys, tans, linens, navys, browns, reds, etc. There is a stiff-finished Japan taffeta specially adapted to trimming hats. In ladies' ties, the selling designs are Roman stripes, stripes louisine, plain and tartan plaids, checks, navy and white polka dots and fancy prints. Hemstitched, tucked, fringed, drawn-work goods, etc., are selling well, and they claim to have the largest stock in both ladies' and children's ties in Canada.

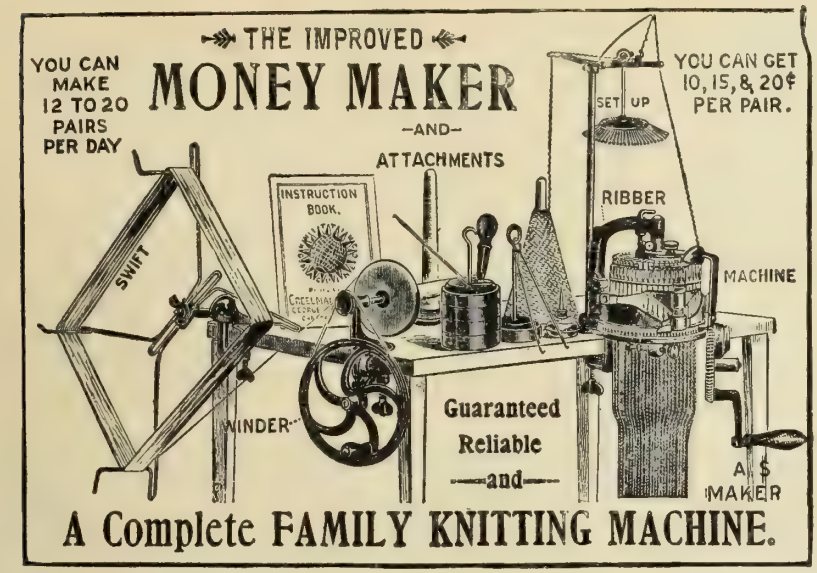
Business in Spring dress goods is highly satisfactory. Among the chief features of the season will be satin cloths, soleils, poplins, drape de Paris, French royale, voiles, crepe de chine, and cheviots and homespuns. In cheviots there are some numbers, D17 up to D24 in Wyld Darling Co.'s, that seem to be very popular, the demand for them being a heavy one. They are shown in blacks, navys, bluettes, greys, castors, browns, and fawns, in which colors excellent selling is reported. Cashmeres are good property, and their old numbers in these, C78 and C79, still sell freely. A new finish called the "Empire" will be a feature of the season in blacks and staple colors. It gives a bright, satiny finish to such plain cloths as soleils, armures and venetians, and is made in goods to retail from 75c. up to $1.50. For serviceable street wear serges will be in demand, and some specials in these, No. E39, 39 to 40 inches, in all wool, to sell at 25c.; No. E18, 44 inches, in navy and black, to retail at 50c., and "Victor," 56 inches, black and navy, to retail at 75c., are worth looking up, for they are claimed to be the best value on the market.

Spring business has opened out in earnest, and in no department more noticeably than in the dress goods of the W. R. Brock Co., Toronto. Orders are coming in more freely than ever before at this season of the year for lines wanted for immediate use as well as future. Prominent among the former are friezes, which still maintain the popularity they earned so early in the season. Homespuns also continue in demand, as well as venetians, tartans and plaids, and the Brock Company have ranges of special values in these, which they can deliver at once.

This same company report very large sales in black and colored cashmeres, which evidently means that they are increasing in favor. They were fortunate enough to place large contracts nine months ago, and since then prices have advanced very considerably, so they are able to give their customers a great advantage until their present holding is exhausted. Brock's claim to be showing the largest lines they ever did in their dress room for Spring, 1902, and amongst the new materials which are selling most freely and will undoubtedly come into permanent favor, name the following: "Victoria" glorias, "Princess Alex" sublime, crepinettes, crepille, bengalines, crepielle, ealienne, eolienne, voiles. They also lay special stress on their magnificent collection of black silk grenadines, having all prices and the very most exclusive designs, which they claim to be unsurpassed in the trade.

The W. R. Brock Co., Limited, Toronto, are showing a number of new fancy lines in silks which are meeting with ready sale, and will be pleased to furnish patterns to anyone desirous of seeing these. They also state that they have arranged to continue at the old price their celebrated make of black peau de soie ("Diamond Jubilee") manufactured by C. J. Bonet & Co., of Lyons, but would request that orders be sent in early, as they only have a limited quantity at the price. Special values can be seen also in black and colored satins and black and colored taffetas.

S. Greenshields, Son & Co. report good Spring trading in their dress goods departments. All their goods of a light, sharp finish are free sellers, including voiles, crepe de chines, mohairs, etc. In colors they set forward greys, tans, resedas, turquoise, blue, with black and cream. There is a heavy demand for black brilliantines from 50c. to $1.25 per yard. In silks, tamolines and louisines are coming forward strongly.



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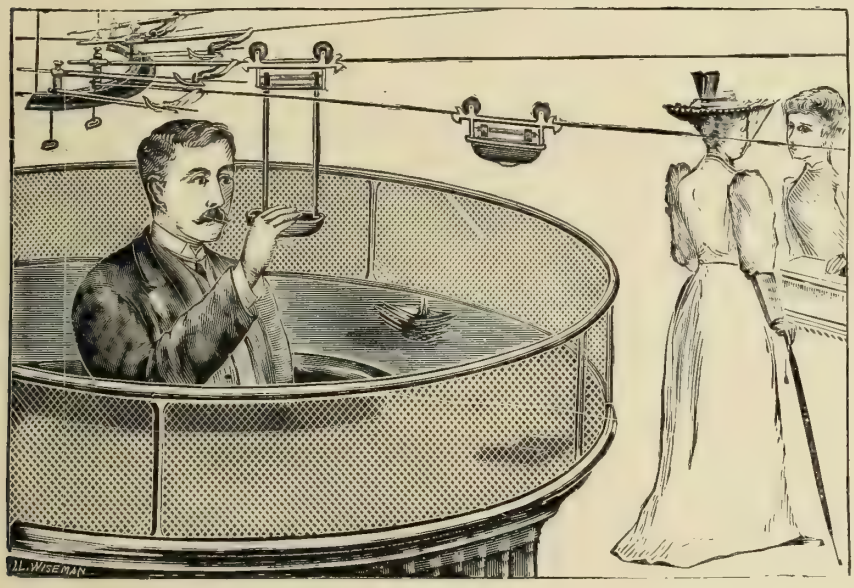
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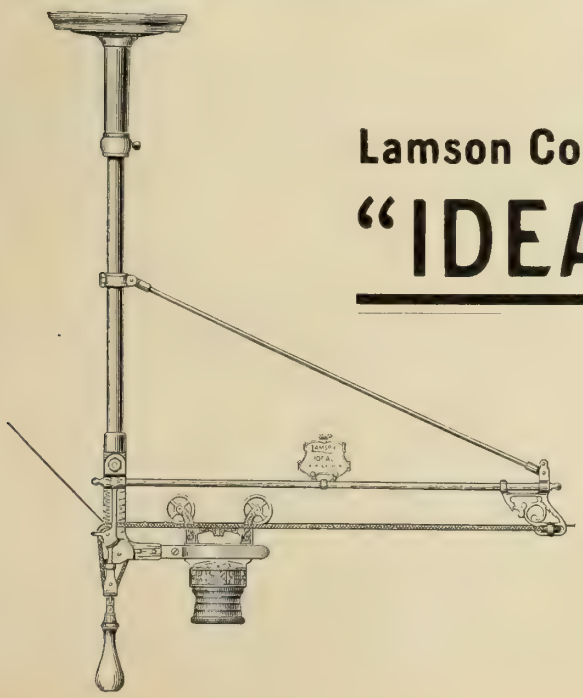


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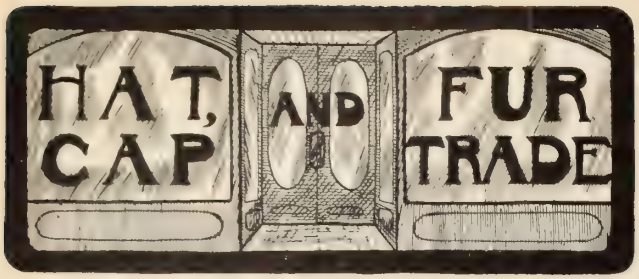
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Ready for delivery about March 1, 1902. Order now.

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Spring Hats and Caps.

James Coristine & Co. have some interesting news, particularly in regard to the Spring hat trade in general. "The hat season," says Mr. Russell, "so far as a placing trip is concerned, is about finished. There will be some straggling orders in January, but the bulk of the business is over and consignments from England and the United States are now coming forward. It has been very satisfactory, although prices have not ruled higher than in previous seasons, in face of the fact that raw material has appreciably advanced in fur hats. The season has been characterized by a strong demand for straws. Ladies' sailors have held their own, while children's Galateas and trimmed straws have had a fair sale, and the demand has been somewhat heavier than last year. Harvest hats have sold moderately well, but the advance in material has cut into the profits to a certain extent, and, although braids are a little easier at the moment, manufacturers will not accept orders for execution after January 1, except at advanced prices. They claim that these late orders interfere with the regular hat business.

"We are glad to say that hat orders of a special nature have not been as numerous this year as usual. English manufacturers are now taking up the question to decide whether they will continue putting the names of retailers in their hats or make special orders as exceptions from their regular lines. They claim that they have been a serious cause of delay in shipments. We are exceptionally glad to note the falling off in such business, which will expediate the shipment of orders. American manufacturers are also objecting constantly to these special orders, which mean a delay of eight to ten weeks. We would caution customers, therefore, that when they place special orders they make due allowance for the manufacture of the same. We would also call attention to the fact that manufacturers are charging 10 to 15 per cent. extra on all specials.

"In men's hats, the tourist or fedora has not had the usual sale this season on account of the golf or slouch hat which has superseded. We do not know whether these styles will hold. Some manufacturers have been showing novelties or freak hats, such as the Grand Duke with a round crown, or soft hat with a heavy drop to the brim. Very few of our dealers have been caught with these novelties.

"So far as stiff hats are concerned, the usual staple shapes have sold well, but there seems to be some hesitancy displayed by dealers in view of the fact that the new shapes are expected on the American markets early in January. These, of course, may be of a flashy nature, and will sell only in limited quantities and in a limited number of localties.

"On the eve of the departure of the third contingent there was a revival demand for cowboy hats, and, of course, James Coristine & Co.'s "Caribou" fashion, the $24, had exceptionally good sales.

"For Panamas there has been a demand, but the price was so high the country merchants have decided not to handle them. There is now coming forward a line that will sell at $18 to $24 and we think it will prove very popular. Some have shown the French palm hats, but these, while possessing the quality, are lacking in style. American goods seem to be the best sellers.

"The cap season is showing renewed signs of activity, and, so far, sales have averaged equal to those of previous seasons. The yacht shape, which in the early part of the season was given out as the coming style, has not altogether superseded the hook-down. Taking it on the whole, the cap trade is as active as it has ever been."

James Coristine & Co. expect that their Spring goods will be open and ready for inspection about January 15. The leading makers they are representing this year are the English makers, Milner & Sons, Carrington & Sons, Cooksey & Sons, Richmond & Co., Stanley, and Thornton & Co. Of American makers they carry the samples of J. B. Stetson & Co., Waring Hat Co., Ruttan & Co., and the Union Hat Co.

Rathbone, McNeil & Co., Montreal, are showing a salable line of men's, ladies' and children's straws for Spring, and the good sales they have made are witness to the style and value of their goods. In men's hats they have been pushing the double, triple and quadruple narrow brims and low crowns for the country trade, and it would seem that even in the cities this class of goods must be worn a great deal. Of course, the Panamas will be taken up by the best trade. The really new straw is the slightly rolled brim, which is wider than last year's brim, with a slight dip in the centre, but the Canadian trade will not take to it strongly this year.

In ladies' straw hats they are showing the "Harboard," "Redfern," "West End" and "Athol" as leaders, and they are all very tasty shapes for the medium-class trade. The wide roll-brim Panama in coarse straw is coming forward strongly, and will be worn by many nattily-dressed women. The "West End" is a nobby, light straw with a high, broad, flat crown giving a very stylish effect.

In caps, Rathbone, McNeil & Co. have several lines peculiarly their own. Some time ago they brought out a "shell golf" cap which is uncrushable and suitable for theatre or travelling wear; it has sold quite extensively. For Spring wear they are showing many light cloths in "Raglan" and "Baden-Powell" shapes; the former is new, while the latter has been on the market for some months.

Other ranges replete with features are shown by this firm, including staples in suspenders, shirts, waterproof clothing, etc.

Retailers tell us that the felt hats that take best for December and January are the Alpine or Panama shapes. These soft hats are well liked even in the most extreme shapes. Black is the prevailing color, and the color in which they look best; but still there are quite a number of dark greys selling.

The Silk Hat.

There exists at this moment in the editor's office of a leading illustrated monthly, a printed notice to the effect that artists are respectfully—or is it sarcastically?—reminded that gentlemen do not wear top hats in the country. The existence of such a notice points to the tenacious fondness of the Londoner for his top hat, though a less appropriate covering, in a climate like ours, can scarcely be imagined. But the Londoner at least keeps his hat on his head, only rising it as much as the barest etiquette demands when he meets anybody; while the custom in most countries abroad it to hold it in the hand while talking to a friend. In Sweden, to avoid the dangers arising from this during the Winter, it is no uncommon thing to see announcements in the daily paper, informing the friends of Mr. So-and-So, that he is unable, through the doctor's orders, to conform to this polite usage.—London Paper.

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"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B	Hotel Victoria
" "	Royal Hotel
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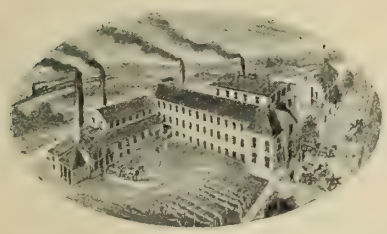


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VOL. XII. MONTREAL AND TORONTO, FEBRUARY, 1902. No. 2.

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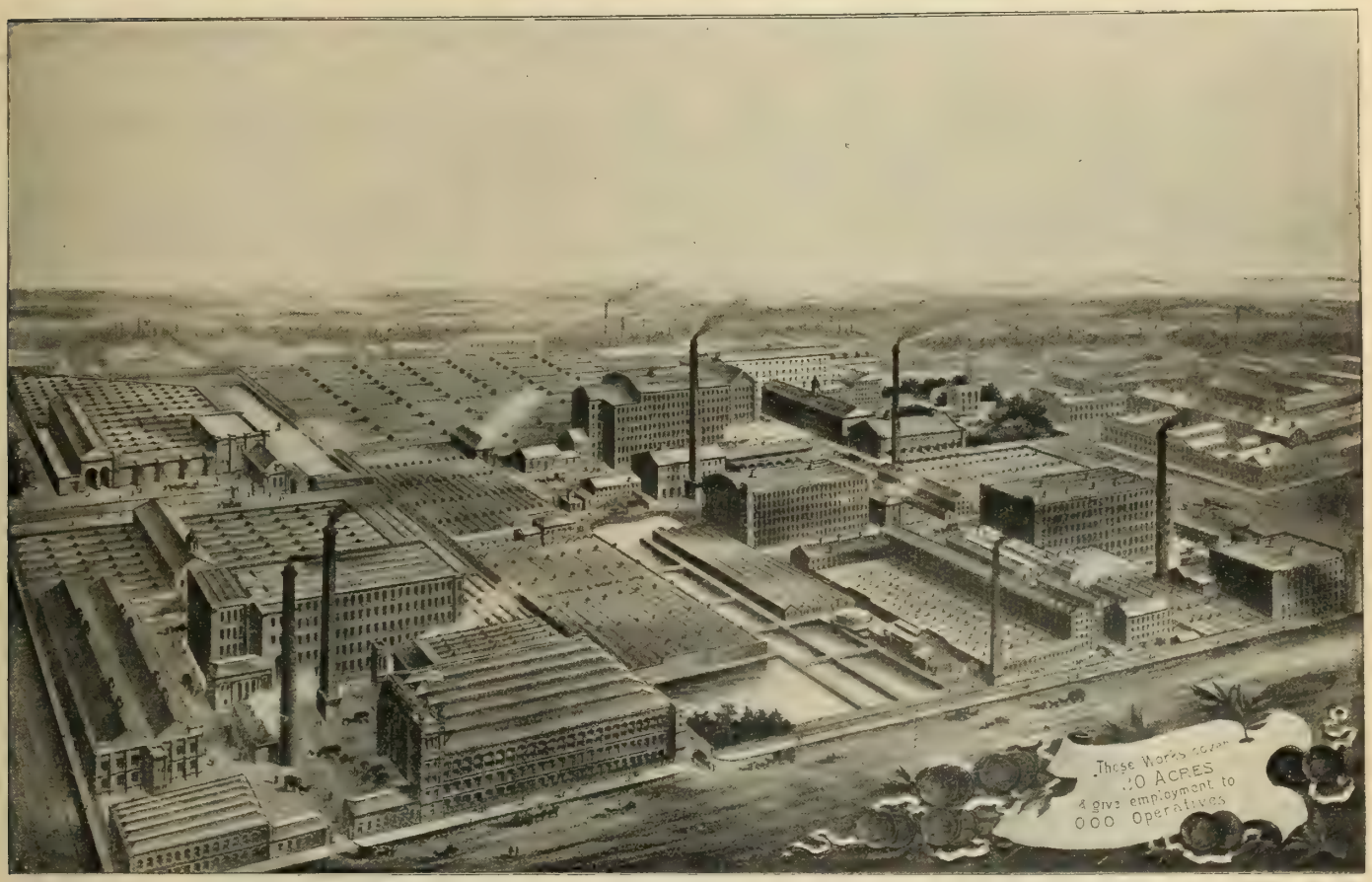
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During the month of February, and especially for the ***Millinery Openings,*** stocks in the various departments will be complete and particularly attractive with Spring Novelties—a few of which are mentioned below:

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Ribbons Alexandra Taffeta, 36, 45 and 60 line, May and Teck, the latest Swiss Novelties in Neck Ribbons.

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Merchants visiting the Market should see the above lines.

THE CANADIAN
DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, FEBRUARY, 1902. No. 2.

OUR NEW YORK DRY GOODS LETTER.

January Sales Devoted to Wash Fabrics and Waists Rather than Whitewear—A Firm Price Outlook—Big Demand for Fancy Cottons—Watered Silks in Front—The Black and White Effects in Laces, Neckwear, etc.—Latest Features of the Market.

From our own correspondent.

New York, January 29, 1902.

THE new year opened auspiciously in the dry goods market, with better conditions all around than have existed for years at this time of the year. A record-breaking holiday business reduced inventories to a low point and left clear stocks and plenty of scope for new purchases. All departments came in for a share of that trade and it will be clear sailing in many lines for the early Spring.

JANUARY SALES.

In metropolitan retail circles the usual January sales have been held, but they approached more nearly to their original character of disposing of odds and ends rather than goods made for the occasion. Whitewear sales were not as generally held as last year; undermuslins seem to have given way to shirt waists as the big drawing card for the January shopper. The change in the retail house of Simpson, Crawford & Simpson to the Simpson, Crawford Co. with Henry Siegel, formerly of the Siegel, Cooper Co., has gone into effect, and developments are awaited with keen interest. The higher class houses are giving an unusually large amount of attention to Spring and Summer wash fabrics and are rushing them forward very early. The displays of cotton goods are a veritable fairyland of dainty colors and combinations. The public have taken to this method of procedure, and the finest goods and choicest patterns will have found their way into the hands of the user while the snow is still flying.

CHANGES IN TRADE METHODS

Aside from this, general conditions have undergone marked changes, and a new method of buying has been established which was difficult at first to inaugurate, but once recognized has been found to be best for all. The old policy of making the season's purchases in bulk at the beginning of the season, and reordering as goods were sold, has been practically abandoned, and now it is never too late to sell desirable goods, and styles are as likely to start in the middle of a season as at the commencement. This has affected practically everything in the dry goods field, and brings the wholesaler and retailer in closer and more frequent touch. Another feature of the new condition of things is the great diversity of merchandise that is popular at the same time. While some articles are more prominent than others, still, different sections of the country favor different classes of goods to a greater extent than formerly.

FIRM COTTON MARKET.

The cotton market as a whole is in a peculiar condition. Opinions on the future course of the raw material are widely apart. One thing seems to be certain and that is that there will be no immediate recession in prices, and in the face of an exceptionally strong demand for the manufactured goods prices will remain firm, and will rather have a tendency to advance. While the speculative course of prices plays little part with the usual calculations of manufacturers when price movements are not exceptionally erratic, still, the desire to be on the safe side is ever present. The general opinion among large consumers of cotton goods is that there is sufficient raw material to go around. While many estimates of the crop indicate a shortage, consumers are not inclined to make more than moderate contracts for their advance supplies.

The print cloth market is very firm and the Fall River district is quieter than it has been for months. The printers are sold away ahead, and the immediate demand has absorbed practically everything in sight.

FANCY COTTON FABRICS

All grades of cotton dress goods have been liberally ordered, and in the novelty end the demand has been unprecedented. While the tendency is toward the lightest and most diaphanous materials, mercerized materials have not been neglected and have not lost prestige. There is a revival of interest in piques, but the quantity in the market is not large, and a scarcity would be easily created. Fancy madras and chambrays have taken well. Among the novelties that are being forced forward are Scotch fancies in light shades. Their future popularity is still a matter of doubt.

LIGHT-WEIGHT DRESS FABRICS.

In the entire dress goods field the demand for light-weight fabrics has been simply enormous, and February deliveries are

hard to obtain. Nun's veilings, etamines, mistral cloths, batistes, silk warp sublimes and kindred materials are already scarce. Natte weaves are in good request and have many admirers.

TENDENCY IN SILK STYLES

The silk market is very firm, and, while taffeta is still the leading card, peau de soie, and peau de cynge, moires and crepes de chine are all in favor. But the great swing is toward the printed foulards and liberties. Watered effects are in the front rank.

THE VELVET TRADE.

The demand for velvets has quieted down, and, while many velveteen garments are worn, the Spring demand is comparatively light. Velvet ribbons, on the contrary, are more active than ever, and are being worked in in every conceivable way.

BLACK AND WHITE LACE EFFECTS.

Laces are very much in evidence both for entire garments over a light foundation and for trimmings and insertions. Black and white effects are most favored. Lace flounces are used effectively and profusely in costumes and separate skirts. All-overs in both laces and embroideries are so popular that practically the entire importation has been taken up. With the exclusive classes, all-silk Russian laces have carried the day. A minor accessory that has come in with the soft collars on waists are embroidered collarettes made of linen and embroidered with silk or mercerized thread. They retail from 25 to 50 cents each and are decidedly the hit of the season in tailored neckwear. The demand for neckwear in general has been backward, but ribbon ruffs and floral trimmed boas seem to be most favored.

CLOAKS

In the cloak field, early activity is noticeable in raglans of light materials in medium-priced grades. The southwestern trade particularly are buying raglans liberally, mostly in moires. Raglans in rainproof cloths of the "Cravenette" variety are in good demand in various shades with a marked preference for castor and oxford. Separate jackets as a class have not been taken up as yet to any extent, but in suit jackets, the collarless Eton appears to be the most prominent. Silk jackets in medium lengths are bidding for favor. In the higher grade of garments and the more showy jackets postillion effects are in the front rank.

TRIMMINGS IN TAILOR MADES.

Tailor-made suits are very elaborately trimmed and early purchases have decidedly favored profuse trimming. Taffeta, moire, satin and velvet bands and folds in narrow widths in matched shades are the favored trimmings. They are applied above the flounce and run around the skirt following the graduations. Corresponding trimmings on the jackets follow the seams. Finely woven mohair braids are also used for the same purpose.

NOVELTIES IN SKIRTS.

In separate dress skirts, the "pedestrian" skirt, so called, distinguished mostly for plainness, has had the call for some time and is likely to hold its prominence while the long outer garment continues in vogue. Taffeta skirts for February delivery have been ordered in large quantities and indicate another season of popularity for these garments. The elaboration is more pronounced than ever. Multitudes of flounces and ruchings and herringbone stitches, tuckings and shirrings of mousseline de soie, liberty silk and chiffons are used on the most popular models. On taffeta and net skirts, medallions and medallion effects are taking well. A novelty is a ribbon skirt made of taffeta moire ribbons, hemstitched between ribbons, one and a half-inches wide, made over taffeta drop skirts. The ribbons run vertically and on the bias from the front. Similar effects with tucked taffeta or peau de soie strips and lace insertions, V shaped in front and finished of with plain graduated flounce are also popular in the novelty order. In cloth skirts, the habit back is again in the foreground.

The demand for shirt-waist suits in Summer fabrics has come up to anticipations and deliveries short of April in this class of goods are hard to obtain. The popular materials are lawns, chambrays, ginghams, dimities, plain and figured organdies and linens. Black and white effects predominate.

THE GIBSON WAIST.

In the waist field, the "Gibson" waist has the advantage, but there are almost as many Gibson waists as there are manufacturers. The main characteristic is the plaited, broad-shouldered effect. It appears in the albatross, peau de soie and moire antique waists to best effect. In the opinion of those who are usually posted, the "Gibson" waist is only a fad and will not have lasting popularity. Medallion effects in the silk-waist class are well represented in the early buying.

WM J BRANDT.

THE NEW MONTREAL SECRETARY.

Mr. E. H. Cooper, who during the last 18 months has been a member of the editorial staff of THE DRY GOODS REVIEW, in Montreal, has severed his connection with this paper for the purpose of assuming the secretaryship of the Montreal branch of the Canadian Manufacturers' Association. While regretting that Mr. Cooper has severed his connection with our staff, we must congratulate the Manufacturers' Association on securing his services. He is energetic and has a large fund of commonsense. This, with his journalistic and university training, should make him a valuable secretary to such an important body as the Canadian Manufacturer's Association.

WALKING SKIRTS.

This popular garment will be in great demand for Spring, and for Summer sports is the correct dress. The many new-shaped flounces shown by Boulter & Stewart are well worth your seeing, as they make all the latest designs, corded, tucked and stitched, from $24 to $72 a dozen.

COSTUMES.

For Spring, the costume will be almost generally used in place of separate jackets, as an entire suit costs almost the same price, and an extra skirt is always very useful. Besides this, a suit is much more dressy and can be worn for nearly all occasions. Messrs. Boulter & Stewart have just completed some 25 designs, representing all New York's best, and it will interest buyers to call during the opening.

Mr. A. M. Payne, of Halifax, N. S., representing Levallvis & Co., of Paris, visited Toronto recently in the interests of that firm, which enjoy an established reputation for high-class novelties in dress fabrics. Mr. Payne also carries the samples of Chas. Shaw & Co., Britannia Mills, Leeds, and several other well-known British and Continental manufacturers.

Paris Models of Spring Millinery.

As to Shapes, Trimmings and General Effects—Some of the Flowers Used—Buttons a Feature—Spring Ideas in Tailor-Made Gowns.

From our own correspondent.

London, January 22, 1902.

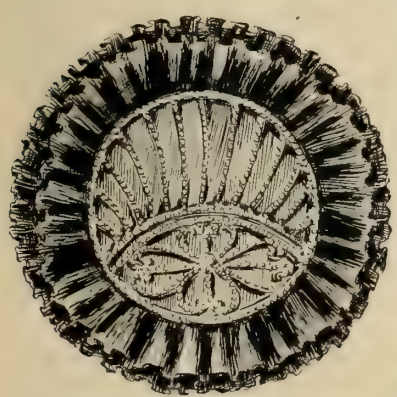


IT MAY be truly said that seldom have the Paris houses made a greater show of novelties in trimmings and millinery materials at the opening of a Spring season than now, though the same cannot be said of the hat shapes. These are pretty much on the lines we have been so long accustomed to, namely, very flat, with the sides sharply uplifted, or allowed to droop considerably on the front, with a folded-over effect at the back. These may be termed exaggerated amazons or large French boat shapes.

It is in the treatment as to trimming that the great novelty lies; also the originality of the plaits employed. What is known as chrysanthemum straw is the rage, and very pretty indeed are the effects made.

As an instance, a large boat-shape hat by "Julia" is made of copper brown, very coarse Italian plait. The sides are sharply upturned and describe a gradual slope to the front, but are sharply cut off at the back. This under part is covered with closely sewn rows of cream colored chrysanthemum plait, so that its ragged edges completely cover the under brim with what are apparently the petals of the flower itself. Across the back of the crown, folded lappets of the straw are lined in the same way, and around the crown are 16 or 18 of the new small roses in varying shades of amber, yellow, orange and copper tints. The lappets at the back are each caught down with a big pearl cabochon—small pearls sewn over a large button of fancy straw.

This idea is varied in many ways, as in a Spanish turban, with a black crown and a wide upturn of cream chrysanthemum straw, ornamented with a couple of cream-colored ostrich feathers brought low over the side and three black feathers arranged to upstand, the whole starting from a big button made of black cut jet beads.



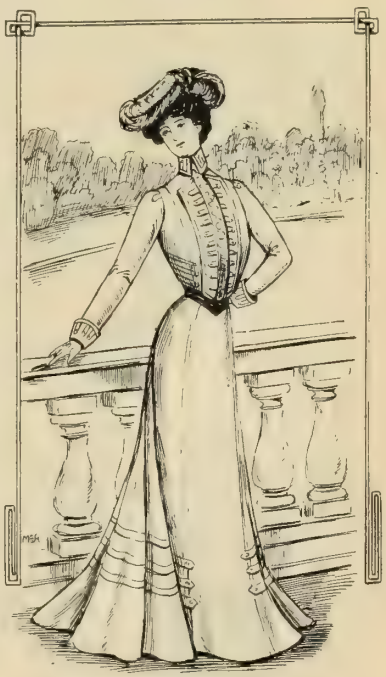
Sketched for The Dry Goods Review.

The newest form of rosette for use under the large hat brims. Sometimes made of ribbon, velvet or satin, and is closely pleated to surround a steel or strass ornament.

Black beads play an important part in the new models. For instance, on the back trimming of a black (crin over white tulle) picture hat buttons as large as a five-shilling piece are placed on either side, and from them two strings of cut jet beads are suspended.

The flowers favored on the Paris models are roses of a small flat kind, and these are used in liberal quantities, as many as 36 having been counted on one hat.

A model by Pouyanne is a large flat hat of golden or sunburnt silk plait. The under part is faced with antique lace in the deep tint associated with old lace. The left side is turned up on a bandeau, on which rest 13 small roses in shades of cream, white, tea, amber and rose—toned down with brownish foliage that rests on the hair. At the extreme edge is sewn a wide scarf of cream net, edged with lace, that is drawn up on wires and turned back to droop over the flat crown, which is banded by a chaplet of small roses, mounted in tight little bunches. At the back the net and lace make a fan-like trimming that droops over the hair at right and left and is kept in position by two huge pearl buttons.



Sketched for The Dry Goods Review.

A London tailor-made gown for Spring in Reseda cloth, strapped with silk to match and small gold buttons.

Chief points in the millinery for Spring are these buttons; also many new forms of white ospreys and aigrettes. These are to be big things for Spring and Summer styles. Some of the Paris patterns are mounted in the shape of amazone ostrich feathers, but are composed of many ospreys, with sometimes a little white marabout, all sewn to a long white stem or quill. Brush ospreys are very prominent, too, on the new models.

Straw trimmings and embroideries on net, tulle and chiffon provide some charming ideas in white and light-colored crowns with metre length trimmings to match. Grass muslin crowns are also new. They are embroidered with iridescent threads and raised cabochons, or floral designs.

Plisse crepe de chine in white, black and colors is a big feature also, and that tulle and chiffon in light colors is again prominent goes without saying, as they cannot well be dispensed with while modern millinery modes remain what they are.

SPRING STYLES IN TAILOR MADES.

Tailor-made gowns for Spring are in the main made with close-fitted and slightly pouched bodices or with banded

PARIS MODELS—Continued.

boleros. The regulation coat and skirt costumes are not well thought of. Smart little coats, cut very short, are good and will be shown in black, grey, beaver, brown and blue.

The collars are sailor, round or fancy, but always large and faced with silk, cloth or muslin, bearing embroidery or applique trimmings. A good example is a short coat in black face cloth with a deep turn-over collar cut in triple curves on the front part. This is faced with finely tucked white glace silk and on this is a border trimming three inches wide of the new silk applique in pale blue glace, the pattern outlined with fine white cord.

Other short jackets have double vests; as an instance, a black cloth jacket with a black satin lining and vest to button close. Over this vest is another, of cloth, faced with white cloth bordered with three-inch black cloth applique trimming.



Sketched for The Dry Goods Review.

A Spring style in juvenile frocks of blue serge with black braiding.

Very stylish three-quarter coats of silk have handsome all-over trimmings of cloth applique, this being the leading idea in all tailor-made trimming.

A leading house in Regent street, which has also branches at Nice and Monte Carlo, showed me this week a black cloth gown with flowing skirt, but not nearly as long as was the fashion of last year. At foot of the skirt was a set of three shaped flounces, devised in quite a new way and measuring seven or eight inches, one slightly overlaying the other. At spaces of half a yard these flounces were slashed, this giving a very smart air of fullness with only a moderate amount of the material, which is, as it were, eased on. Each was finished with three lines of stitching, and at the heading was a band of the new black cloth trimming, which is cut out in bold openwork squares or ovals and laid over a band of velvet. This cloth trimming is much approved by the exclusive tailoring houses, as the effects may be varied in so many ways by the velvet or silk used under it. In the model noted the short coat had an inset vest of white cloth, overlaid with the black cloth trimming, and the effect was very stylish.

The new style golf or travelling coats are very smart indeed and have many strikingly original points. The majority are in reversible cloths, the check part being used on collars, detachable hoods and the sleeves, the latter being, in all cases, the wide bell-shape. These coats are three-quarter length, and are cut very full in the skirts and the deep shaped flounce which distinguishes them. They are not yet put forward for the retail trade, but by favor of Messrs. Corby, Palmer & Stewart, I have been enabled to view their early models, some of which will not be on general view until the opening show days in March. The colors show good contrasts, as beaver cloth with a reverse of framboise or old rose check; brown, with a reverse of red; black and white mixtures with a reverse of black and white check.

As to materials for tailor-made gowns for outdoor wear, herringbone cloths in greys, blue, brown and black and white are in the first position.

Glace silk skirts with cloth applique will be good, and the new models have many improved points as to cut.

A. MEEHAN.

DEPARTMENT STORE COMPETITION.

Editor DRY GOODS REVIEW: As to my views on city department store competition and the means I adopt to meet it, I don't know that I use any means to meet it. I don't think they hurt me very much, and I don't let them trouble me at all. I attend to business pretty well, and try to buy goods right, mark them at a fair profit, and try to please my customers by keeping what they want to buy. I keep my store clean and tidy, and I always buy the new thing, and keep up to date, and I don't have to complain about business; it's generally good.

W. F. HAYGARTH.

Canfield, Ont., January 8.

A QUESTION OF UMBRELLAS.

Editor DRY GOODS REVIEW: In reading your very excellent issue of January we notice you call attention to the extra weight of the self-opening umbrella as against the ordinary eight ribbed. The difference, we may say, is 4½ oz. Further, that every detail of the frame has been worked on to lessen the weight, and we claim that this has been accomplished as far as one dare go without sacrificing strength and durability, which two factors in our opinion must not be overlooked. Please bear in mind that there are of necessity two sets of ribs, the outside set naturally larger to accommodate the inside set when closed up; both are of the best Sheffield Paragon steel and nothing lighter is made in the rib way. The wire used in the spring we have demonstrated to be as light as safety will permit, for when a smaller number of wire is used the spring plays out, becoming limp instead of sharp and smart. The large runner is necessary to hold the spring when the umbrella is closed, for it is then that the great tension is on the self-opening umbrella, not when it is opened.

We are not averse to having the matter pointed out, but in answer to it we claim that there is not a particle of surplus material used in connection with this self-opening frame.

Yours very truly,

THE IRVING UMBRELLA COMPANY, LIMITED.

Toronto, January 22, 1902. G. I. IRVING, Manager.

Mr. A. W. Cochrane, manager of The Colonial Bleaching and Printing Co., Limited, has just returned from England. He reports the cotton business in good condition there. Prices are firm, and the foreign trade has much improved. The mills are active and do not appear very anxious to take other orders.

Goods which the Millinery Trade must have---High-Class Laces and Trimmings.

The Spring Millinery from the very best Modistes is

LACE TRIMMED.

We have in stock many lines of beautiful NEW LACES, Nottingham, Plauen, St. Gall and Calais Lace, for trimming Hats, for Neckwear and all kinds of Underwear.

JUST PUT INTO STOCK:

6 Cases White and "Paris" Galloon Laces

The very latest designs.

We have very handsome Plauen Embroidery, Novelty Galloon and Embroidered Allovers, also Silk Embroidered Cream Cashmere with edging to match.

In Lace Allovers, Edgings, Insertions, and Trimmings, Black, White and "Paris" are the shades.

THIS WILL BE A GOOD RIBBON SEASON.

Ribbon will be worn on almost every Spring and Summer Garment.

Ribbon for Neckwear, Ribbon run through Lace Allovers and Trimmings.

Ribbon on the Waist, Ribbons on the Skirts.

Ribbons as trimming for Flounces, for Sashes, for Bows, Knots and Streamers.

3 ranges of Fancy Ribbon at popular prices, especially intended for Neckwear.

We have complete ranges in all the leading qualities and shades of Ribbon.

New Tucked, Hemstitched and Embroidered Silk Allovers and Flouncing.

These are just from the designers' hands. You will not see them elsewhere.

White, Cream and Light Colors in Taffeta and Silk Gloves.
All Sizes and Prices.

There will be a great demand for

THIN DRESS MATERIALS.

WE HAVE THE GOODS.

The wearing of these necessitates pretty undergarments. We have the Lawns, Cambrics and Soft Finished Cottons to make them, and the Laces to trim them.

BROPHY, CAINS & CO., MONTREAL.

Special Letter on New Paris Styles.

Features of the New Costumes—Waist Belts Popular—Furs That are in Vogue—Ermine Much Used —Louis XV. Style Holds Its Own—Evening Gowns Sent to New York—Crysanthemums a Favorite Flower—Other Millinery Ideas.

From Our Own Correspondent.

QUITE the smartest tailor-mades that I have seen during this last month have been worn at the skating rink, and there is certainly no pastime that can show off a well-cut gown to better advantage.

Of course, the skirt must be quite short, only just reaching to the ankle, and a cloth waistcoat fastened in front with buttons or links is very greatly taking the place of blouses, and with this must be worn a lace or tulle collar and cravat to relieve the severity of such a costume.

One that I particularly noticed after the "Trotteuse" style was in maroon-colored homespun. The skirt was continued to well above the waist, giving a princess form, taken to a point in the front below the bust line. With this was worn a bolero, cut square and opening over a silk vest, primrose color. The short skirt and bolero were both trimmed with a braiding and tabs of the material, machine stitched; an inch-wide braiding was taken down the length of the skirt at each side front with from 12 to 15 tabs pointing to centre and almost meeting at the waist, each tab being finished off with a small gilt button; the bolero front was trimmed in the same way and the braiding was carried around to the back. The revers, edge of shoulder cape and sleeve revers were of black velvet. The bottom of the skirt was finished off with several rows of stitching, making it stand away a little stiffly and so giving the feet perfect freedom.

Another very chic costume was in blue zibeline. The jacket was worn with a short basque and waist belt. By-the-way, waist belts are very popular with the long jackets and coats, as well as with the basques, and when well put on they certainly give a finished-off and very chic air to an otherwise ordinary-looking garment. To return to my blue costume, this jacket was opened over a white cloth waistcoat, finely braided in blue and gold and fastened with gold links and worn with an old lace jabot. Both skirt and jacket were trimmed with the same blue and gold fine braiding.

FURS.

These are more than ever the rage, seal, sable, astrakan and caracul being worn as jackets and boleros, trimmed with other furs, lace, tulle, passementerie, braidings and in almost every imaginable way. The fox stoles are as popular as ever, and quite young girls are wearing stoles and muffs of ermine. This fur has never before been used to such an extent and is most becoming to young complexions. For visiting and smart use fur is very little used for muffs, these being wonderful creations of mousseline de soie, and even tulle trimmed with flowers, lace, ribbon and fur.

I saw one made of Grecian tulle, bordered with black velvet ribbon, two frills on each side completely covering the muff, and held together in the centre with a black velvet band. Although these muffs are very elegant and beautiful, they are too fragile even for many extravagant Parisians, and the fur is still used by serious people—fox, martre and chinchilla, with the three hanging from the front.

DRESSES.

The largest manufacturers tell me that the coming material is mohair—tone on tone, and is likely to be much worn in the Spring. I have already seen three blouses made of it, models at one of our first dressmakers. The first was a white ground, with pale blue spots and stripes, finely tucked, showing blouse effect at the waist front and puffs at the wrist caught into a narrow wrist-band. The other two, made in the same style, were respectively white ground with black spots and stripes, and white ground with black spots and white stripes.

Three narrow velvet bands, Swiss belt at the back and held in place by a long narrow buckle, and meeting together at the front under a smaller buckle, is still the favorite waist belt. Very large sums of money are being spent on these jewelled buckles and buttons, the Louis XV. style and the Nouveau Art both holding their own.

Here are some models of evening gowns just being sent to New York: One of white silk net, Chantilly design, studded with gold sequins as dots and fleur-de-lys, having a diamond-shaped embroidery of pale blue chenille arranged in stripes down the shaped skirt as far as the flounce, from where they are taken around "en bias," and a very narrow box pleat of the net sets off the very edge of the skirt. All this is over a ground of white satin.

The shoulder straps are formed of six narrow straps of pale blue velvet taken from back and front of decolete corsage, and held together by net. The small sleeve falls well below the shoulder, and is formed by two rows of the Chantilly embroidery edged with brilliants, as is also the corsage, and held together with the pale blue velvet straps. About 1½ inches from top of corsage there is an insertion of the tulle and pale blue straps taken quite round to the back.

Another in black silk net trimmed with sequins and narrow velvet stripes over a flesh tinted ground. The shaped flounce of net is trimmed with large sprays of roses in sequins and the corsage front has three Louis XVI. bows of the same. The low neck and elbow sleeves are trimmed with tulle and gold sequins.

The third is of white mousseline de soie over rose-colored faille, princess form falling loose in front from the bust and with a tight-fitting back.

I saw a very smart costume the other day in Russian green satin faced cloth trimmed with stitching, "piqure" forming bands, one below the collar, another below the waist line and two more at equal distances round the skirt. The high collar and the deep cuffs reaching to the elbow were of "kungs," the sleeves, slightly gathered into shoulder, formed a puff at the elbow. With this was worn a long stole and toque of the same fur—"kungs"—the toque having a drapery of green velvet, and at the front a bunch of Christmas roses.

A dainty visiting costume is in a pale shade of Parma violets. The blouse bodice and skirt both fasten on the left side, and are trimmed with bands of panne in a deeper shade, these bands are put on horizontally and continued all round

with the distance of their width between each one. The front band is taken from the bust to within 12 inches of the edge of skirt, the others diminish in length to the side and increase again at the back to front width. The round yoke and cuffs have the same trimming, and three narrow bands are taken 6 inches down the sleeves from the shoulder. Large old silver buttons on "pattes" of velvet fasten the bodice, and the collar and underskirt are both tucked silk.

HATS.

A charming marquis is of Irish lace embroidered in zibeline with two large rosettes of rose-colored panne and a diamond ornament. I have seen several lace and mousseline-de soie toques trimmed with mink. Chrysanthemums in most lovely art shades seem to be a favorite flower for trimming, and ivy leaves in white and the palest shades of green are also much used. A brown panne toque, with a heavy wreath of chrysanthemums, ranging in color from a pale lemon yellow to deep brown, is very effective. Except for the black velvet hats the palest shades are most generally used, and fur, tulle, lace, embroidery, flowers and jewels are all used as trimmings.

At the Theatre Francais the other evening I saw a large white mousseline de-soie hat with the narrow bands of fur around the crown and two pink roses falling on the "chignon," also a large white Wattteau felt with white feathers and paste ornaments.

It is a curious fact that we are now wearing hats of the Louis XV. epoch, when the coiffures were worn high, while our own coiffure is becoming lower and lower, although it is true that the "Tricorne" was worn by men who had the "Catogan." It is quite possible that the "grande monde" will adopt the fashion. A. E. D.

RIBBONS.

Spoken to as to ribbons, Brophy, Cains & Co. said: "Plain and staple lines have shown the greatest strength thus far, and light shades—whites, pinks, maize, pale blues, creams, cerise and other of the delicate tones are especially wanted. While other darker shades, including blues, browns, greens and some shades of red are not by any means neglected. Black and white styles are very good. Plain and satin taffeta, double satins, and all the richer weaves, in wide numbers, will be splendid property, and, furthermore, the Easter bonnet is looming. It will wear ribbons."

LACE.

Brophy, Cains & Co., say: "For Summer wear, edges and flounces of varying widths in light-weight goods are shown in large assortments, and owing to the vogue of wearing half-length sleeves, these goods will be largely used for the same purpose this year. Low-neck Summer costumes will also provide a further outlet for light filmy laces.

"Narrow goods of the trimming variety in St. Gall, Nottingham, Calais and Plauen productions figure largely in the new sample lines, as well as novel patterns in bands and galloons.

"Lace insertions, both in the waist and skirt are much in evidence, showing the colored lining or underskirt beneath, and this style will be given considerable prominence during the coming season.

"Flouncings, galloons, beadings, bandes, have all come in for a large share of attention and will figure well in the demand.

"One development this season which is especially gratifying to lace importers, is the extensive use to which these goods are being put as trimmings."

Knox, Morgan & Co.

WHOLESALE DRY GOODS . . . . **Hamilton, Ont.**

Spring Stock complete.
SEE OUR LINES.
YOU WILL BUY OUR GOODS.

WE HAVE

A call from buyers will be appreciated.

ALL THE NEW CREATIONS IN DRESS GOODS.

WHITE GOODS. We show all the popular-priced lines in CORSET COVERS, SKIRTS, DRAWERS and NIGHT GOWNS.

MUSLINS. Have made preparations for a large trade in MUSLINS. Our stock is entirely new—full of tempting novelties.

SWEATERS. **Buy our lines to retail at 75c., $1.00, $1.25 and $1.50. You will capture the Sweater Trade of your town if you have them.**

Notes of Western Trade.

Business Conditions in Manitoba—Items of Interest in Dry Goods Circles.

From Our Own Correspondent.

Winnipeg, January 29, 1902.

THERE is never much to report for February, barring the fact that the shipments of Spring goods have been received and in most cases forwarded to the customers. The various houses report an excellent business up to date, more particularly in expensive lines of trimmings, laces, passementeries, galloons and the like.

CROP SHIPMENTS AND BUSINESS.

Business so far this season has been very much in advance of last at the same date. There is, however, this problem as to the sorting trade, which is one of the best features of any season's business, and that is the fact that $9,000,000 are locked up in wheat from which no return can be received before the latter part of June or July next. It is feared by some that this will seriously hamper the Spring sorting trade. There is no doubt that there cannot possibly be the money in circulation that the large crop warranted the merchant in expecting. The present situation is 4,500,000 bushels of wheat in store Fort William, 13,000,000 in country elevators, 20,000,000 at least in farmers' hands. Now, by the time that navigation is sufficiently under way to carry out the stock in elevators, the farmers will be far too busy with Spring work to haul any wheat until the end of June and the beginning of July. It is not expected by grain men that the crop of 1901 will be out of the country before the end of August, 1902. These facts must make a difference in trade and it is as well for merchants both east and west to look the question squarely in the face. Some slight alteration or alleviation of these conditions may transpire, but it is not likely. It is simply a question of business being postponed through shortage of cars this season.

ITEMS OF PROGRESS.

Gault Bros. have added an addition, 50 x 120 ft., to their floor space. This is on the fourth floor of the building adjoining theirs, the lower floor of which is occupied by the Watt Bros. Stationery Co. This space will be entirely devoted to carpets, housefurnishings and woollen underwear.

R. J. Whitla & Co. have utilized their fourth floor, which was originally intended for reserve, for the men's furnishing department, it having become impossible to carry the smallwares and furnishings on the third floor, as formerly.

Among the events of interest has been the incorporation of The Robinson Co., Limited. This is the old house of Jerry Robinson & Co. With J. Robinson are associated George Robinson, of London, Ont.; T. Harry Slater, Morley Le Page and the two Messrs. Moss. The firm will continue to carry on the present departmental business, the capital stock being $250,000. Geo. Robinson is of the firm of Robinson, Little & Co., London. T. Slater is the Winnipeg representative of that firm. Morley Le Page has grown up with the business here, having entered it as a cash boy. Mr. Moss is a son-in-law of J. Robinson. The house has been so long established that there is nothing more familiar than to hear women say, "Oh, I got that at Jerry's," or "they have such lovely things at Jerry's," and everyone knows without the addition of the surname whose house is meant.

Among the visitors to the city this month were Major Little, of Robinson, Little & Co., London; Mr. Sowden, of The Penman Manufacturing Co., and Mr. Walker, of Arthur & Co., Glasgow, Scotland. E. C. H.

MERCHANTS COTTON CO. OMIT DIVIDEND.

At the opening of the Montreal Stock Exchange January 29 the following official notice was read by the president :

"Merchants Cotton Co.—At a meeting of the directors it was decided not to pay the half yearly dividend."

The letter was dated January 28. The half-yearly dividends of past years have been 4 per cent., or at the rate of 8 per cent. per annum.

As soon as the stock was reached on the call list it was offered at 75, while only 45 was bid. Some months ago the price began to decline rapidly on rumors that there would be a reduction in the dividend. The highest last year was 139, and from that price declined to 80, and this year went a point lower at 79. There is comparatively little business done in the stock on the Stock Exchange, owing to it being largely in investment hands.

In 1898 the highest market price was 174, in 1899 it was 155, and in 1900 it had declined to 135, with the lowest at 127. The later figures have been mentioned.

The company's works are at St. Henri, and are equipped with 110,000 spindles and 2,500 looms, and at times the company employs from 1,800 to 2,000 hands. The authorized capital is $2,000,000, and $1,500,000 is paid up. Besides there is a bond issue of $400,000, bearing 4½ per cent. issue, maturing in 1909.

Mr. A. A. Ayer is the president of the company, and Mr. James Crathern the vice-president, the other directors being Messrs. R. B. Angus, J. P. Cleghorn, Hon. Robert Mackay, Jonathan Hodgson and W. G. Cheney.

MR. RODGER A COUNCILLOR.

The people of Westmount, Montreal, are fortunate in having for one of their councillors Mr. James Rodger, the well-known manager of The Gault Brothers Co., Limited. Of the 113 votes cast, Mr. Rodger was given 109.

He has been residing in Westmount for about 13 years, and, though never having before taken an active part in municipal affairs, he is considered none the less capable for that. He has been a close observer of the workings and management of the town council for many years, and is relied upon to make one of the foremost of that body.

Mr. Rodger has been identified with the business of Gault Brothers Co., Limited, for 30 years.

The death occurred at Chicago lately of Charles W. Grigor, formerly a prosperous dry goods merchant of Fredericton. He was in his 87th year.

J. D. Scott, for many years a prominent merchant in Vancouver, and formerly of the H.B. stores in Winnipeg, has retired from business in the "Terminal" City to undertake the management of a large retail establishment in an Australian city. He will visit relatives in Ontario before leaving for the Island Continent.

Lister & Co., Limited

Manningham Mills, BRADFORD.

SILK VELVETS, Black and Colored.

Repeat orders can be executed in ten days to two weeks. : : : : :

AFTER STOCKTAKING

What of the dead stock?

No need that there should be any dead stock if you have made the acquaintance of these works. We save thousands of dollars every year by redyeing and finishing yards of material that have proven wholly unsalable, because off color, soiled, faded or in some way out of date.

Our works are the largest in Canada — equipped with the most modern machinery, and our workpeople are experts at their business.

All kinds of dry goods, ribbons, braids, hosiery, feathers and plumes are redyed by us so that they go back to your shelves looking like new goods, Write us for further particulars if you are not acquainted with the way we have been serving the trade for twenty-six years.

R. Parker & Co.

Dyers and Finishers,

Head Office and Works: 787-791 Yonge St.
Montreal Branch: 1958 Notre Dame St.

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FIELDING & JOHNSON'S

Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded and Boxed.

FINGERING

In Six Well-Known Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

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Importers of Dry Goods and Manufacturers' Agents.

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Linens . . .	Muslins
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ST. JOHN, N.B.:
2 CHURCH ST.



*** This department is conducted and prepared by a Canadian advertising specialist, resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

Initials or Letters in Lieu of Real Names.

THE critic every month is in receipt of a number of letters from REVIEW readers in all parts of Canada asking for private criticism on enclosed ads. Much as we would like to accommodate such subscribers, to comply with such request would defeat the object we had in view in soliciting their submission.

A private criticism of one firm's ad. would be of benefit, if at all, to that particular concern and no other, whereas, if comment thereon were printed in this column, every REVIEW reader would share in whatever benefit might result from such criticism.

All right, gentlemen! Send your specimens along, designating them by an initial or two and a number, so as to make sure of differentiation. For example: A X 2, B C 5, or any other letter, letters or numbers, so that the firm concerned will be able to recognize the reference to their own ads.

Don't all speak at once. But send them along. The more the merrier!

* * *

A False Prophecy.

Long ago, the prediction was often heard that a reaction, sweeping and effective, would soon set in against the bulk of newspapers made huge by advertising. It was asserted that the business of giving publicity to business affairs was being over-

Form No. 168.

THE WESTERN UNION TELEGRAPH COMPANY.

INCORPORATED.

21,000 OFFICES IN AMERICA. CABLE SERVICE TO ALL THE WORLD.

This Company TRANSMITS and DELIVERS messages only on conditions limiting its liability, which have been assented to by the sender of the following message. Errors can be guarded against only by repeating a message back to the sending station for comparison, and the Company will not hold itself liable for error or delay in transmission or delivery of Unrepeated Messages, beyond the amount of tolls paid thereon, nor in any case where the claim is not presented in writing within sixty days after the message is filed with the Company for transmission.
This is an UNREPEATED MESSAGE, and is delivered by request of the sender, under the conditions named above.

THOS. T. ECKERT, President and General Manager.

RECEIVED at CLEVELAND, OHIO, Cor. Water and Superior Sts. Standard Time.

TELEPHONES: BELL, MAIN-358; CUYAHOGA, A-694.

NEW YORK, October 18, 1901.

THE MAY CO.
Cleveland, O.

We accept your offer of sixty cents on the dollar for our entire stock of lace curtains.

KALDRON LACE CURTAIN CO.

A Plain Story Briefly Told—An excellent way to herald a special purchase.

But it appears that some merchants don't take kindly to adverse comment on their ads—or, in the parlance of the day—"roasting." Hence the number of ads. submitted for public criticism has declined.

One merchant writes us:

> "We want your criticism but don't want to be publicly pilloried."

done. Efforts were made to show how much money merchants might save if they all ceased to advertise, and, when the trust-forming craze was at its height, one of the arguments used by promoters of great combinations was that they would be able to do away with most, if not all, of the cost of advertising, which had been done by the companies to be merged in greater corporations.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

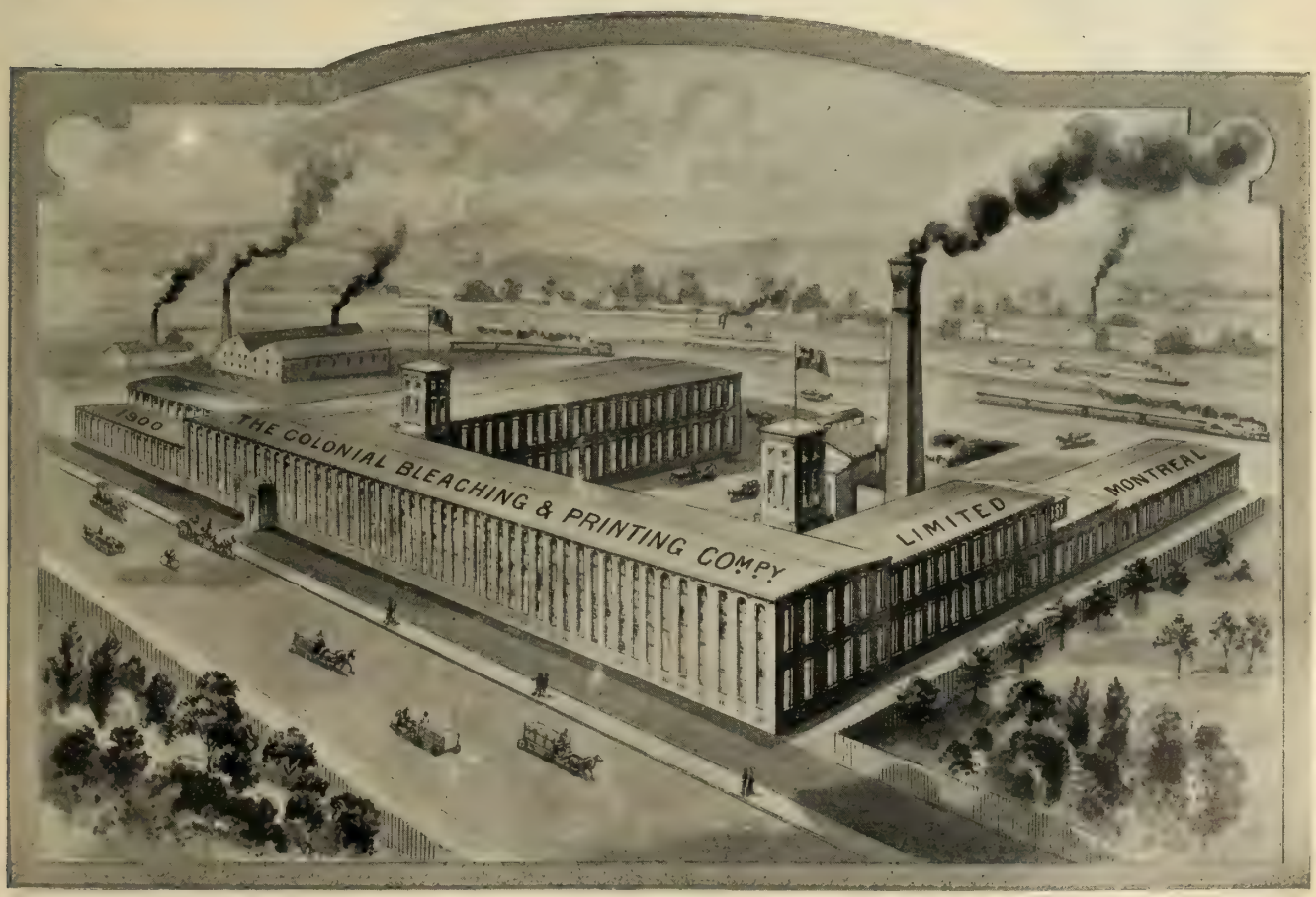
Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sole Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.



The Colonial Bleaching & Printing Co., LIMITED, Montreal. OFFICES: Victoria Chambers, 232 McGill St.

GOOD ADVERTISING—Continued.

Growth of Advertising Unchecked. Hardly a glance at the leading papers and magazines is required to show how utterly futile attempts to check the growth of advertising have been. Year by year, month by month, the business widens and strengthens. More money and ingenuity are lavished upon advertising to-day than were ever before devoted to that phase of business. Even the great industrial trusts have been unable to do without it.

* * *

A Sound Underlying Principle. This is simply the recognition of the general success of the advertising principle. Notwithstanding all the faults and follies connected with advertising, the net result has been a vast and immeasurable widening of the wants of civilized man, and an equally enormous addition to the volume of trade, the employment of labor, and the scope of great industries.

Men's Overcoats.

(Market Street and City Hall Corner.)



Your overcoat—where are you going to get it?

At the store where you bought the last one? Yes, if it wore right.

But suppose it didn't wear right—will you try our clothing? You can have your money back if it doesn't please you.

But that suggests worry and trouble—don't think about it; it means more trouble for us than for you when anything goes wrong and you may be sure our clothes are right before they go on sale.

It's getting to be a by-word among makers—our crankiness, our persistency in getting clothes right.

No one else is so particular—why are we?

Because our customers are particular. They are satisfied with nothing but the best, and neither are we. Come see what that best is.

An A 1 Clothing Introductory.

Creates Commerce, and one of the Mainstays of Industry. It has been learned that publicity, regarding what is new or especially attractive and useful in the world of business, actually creates commerce, and is one of the mainstays of industry. Civilization grows and rises by increasing wants. It is largely built up and supported by desire for better things, for the latest improvements in all the comforts, conveniences and appliances of life.

Advertising spreads, multiplies and quickens wants; hence it is a very important agency in keeping the wheels of progress moving. It is folly to think that such a force will ever cease to operate while society is organized in its present form.

* * *

Natural Advertising Leaders. Moreover, in the long run and in the broad sense, advertising furthers the success of merit. It tends the survival of the fittest. It is the work-fellow of enterprise, and enterprise goes hand-in-hand with progress. The ablest producers, the most efficient distributors, are the natural advertising leaders.



THE-OLD-WOMAN-WHO-LIVES-IN-A-SHOE: "Say Mister, are there any shoes left in that big Sale?"

WILLIAM PENN: "Yes, I think there are; tho' I've fitted out all my children—but thee'll have to hurry, it closes on Seventh-day!"

OLD WOMAN: "O, I'll get there all right; this is an Automobile Shoe!"

Nothing slow about that, though it does hail from Philadelphia.

They have most reason to push their business, and most ability to see the best and most effective ways of doing so. The exceptions are hardly numerous enough to be considered seriously.

* * *

Stands the Tests of Time and Place. The discreditable and stupid methods of the knaves and fools who have besmirched advertising, just as they meddle with every other human interest, have not stopped its onward progress. On the contrary, it has been confirmed in its position as one of the most important and significant phases of modern business, by the widest possible tests of time and place.

The wise and practical man of affairs does not try to oppose or stand aloof from such a mighty force. He devotes himself to the problem of getting the best results from advertising by making it most attractive, lucid and convincing. The general judgment of the age is that nothing else equals the persistent, intelligent and careful use of newspapers of the right sort. The proof is found in every city and thriving town of civilized lands.

GOOD ADVERTISING—Continued.

Liars Will Figure. Figures, it may be true, never lie, but, unfortunately, liars will figure. In the publishing business, figures are certainly handy, as there tricksters can shrewdly arrange numbers so that in a truthful way they may be made to garb a falsehood in such a respectable dress that they often go unchallenged. Dissect these skillfully prepared tables of statistics and the figures used to make them will arrange themselves without trouble into their proper places.

The only safeguard against such sleight-of-hand methods is to have a paper's circulation accurately ascertained by an outside factor.

* * *

A Popular Device. A daily paper with a large weekly circulation and a small daily issue, by cleverly arranging the figures, makes affidavit that it has the largest circulation of any paper in the city. This is done as follows: It takes the circulation of the daily issue, including the weekly issue on the day the weekly comes out, adds them together, then divides them by the number of days in a month, arriving at an average circulation each day. Of course, this is a truthfully sworn statement. The average is but the figure given, but the four or five weekly issues average 100,000 each issue, which, when divided by 30, in themselves make a good daily average, to which no publisher need be ashamed to swear.

Affidavits, Truthful yet Misleading. In other cities, if advertisers will study closely the affidavits of circulation, they will notice some that are sworn to on a certain day; that date the issue was in accordance with the oath made, which runs the entire month; the date line of the issue is changed, but the date on which the affidavit was sworn to remains the same. Yet the publisher who swears to that circulation is not telling a falsehood.

Still Another Practice. Another practice relates to the supineness of employes who, without hesitation, swear to anything their employers instruct them to. John Doe swears that, to the best of his belief, the figures he appends his signature to are true, and believes it because his employer told him so.

* * *

The Printer's Error Ruse. Then there is the printer's error, that is made intentionally. Of course, no one can prove this, but the impression cannot be removed that the errors are deliberately made and the affidavit containing the error is duly sworn to. For example, a paper's average circulation is 8,000. By a printer's error, a "one" slips in before the "eight," and, presto change, there is 18,000!

These are a few of the tricks in the publishing business in Uncle Sam's domains. We hope they are more honored in the breach than the observance on the Canadian side. But they are tricks that cannot be detected unless the circulation of the paper is impartially investigated.

THE BIG STORE ADVERTISES FACTS AND ITS PRICES CLAIM ATTENTION!

THE buying public has learned from experience that The Big Store fulfills all of its promises, and, no matter how low the price quoted, delivers the goods. Backed by the iron-bound guarantee, your money back if you want it without argument, makes The Big Store's methods for fair and honest dealing matchless and incomparable.

Siegel, Cooper & Co.



CONDITIONS once more create a Mill and Factory Sale at the Palais Royal. The continued warm weather has curtailed the demand for winter goods, and mills and factories are temporarily overloaded. The Palais Royal's cash business once more asserts itself. The "buyers" have been sent to the markets, and prompt cash has been given in exchange for great lots of seasonable merchandise. The most favorable purchases have been made, and now comes a series of sales that will benefit every home in Washington. Dollars are to do almost double duty. Seldom have we been able to tell of as good—never of better bargains.

GOOD ADVERTISING—Continued.

New Advertising Dodge.

There was quite a scene in front of a furniture store in Brooklyn the other day. It was caused by an old farmer, in a dilapidated looking wagon, driving a horse whose appearance indicated that he had seen better days. The farmer refused to get out of the track at the repeated ringing of the bell by the motorman, and calmly drove on as though he was on a country road.

The motorman finally got tired of sounding the alarm, stopped the car and made another appeal to the driver. The farmer simply laughed at him, and told the motorman that he had better jump the track. A large crowd was attracted to the corner and the spectators were expecting to see an arrest made, when the "old jay" turned out of the tracks, and entered the furniture store.

It is not what is said on this page that brings people to Wanamaker's.

It is knowing that what is said can be relied upon.

It's not only what this store is doing to-day that it keeps always in mind, but what more it can do to-morrow.

If you have tried this store once and been satisfied with your purchase, that ought to bring you back for something else.

It is all one store.

MEN'S HATS

We are just as much hatters as if we sold nothing but hats. And we offer you advantages that appeal to any man with a head. You can see here every acceptable style ; try them all and find the shape to fit your head and suit your face.

It was only then that the people realized that it was an advertising scheme, and that the farmer was engaged by the furniture dealer.

* * *

A Comedy Sketch in a Store Window.

That night the farmer and his companion, dressed as a woman, gave a short sketch in the window of the store. The place was fitted up as a parlor with a piano, and the team, known in vaudeville circles as the Oswald brothers, gave what, to a big crowd, was an absolutely interesting performance. While the farmer played the piano, his partner did some very clever juggling. Afterwards, the pair played checkers, and the sketch closed with the woman giving some excellent ragtime selections. There was a large audience in front of the store, and the performance was repeated every evening for a week. During the day, the team go through the streets in a wagon.

The dealer reports a gratifying increase in business as a result of the publicity.

* * *

A Bid for the Labor Trade.

A firm of house-furnishers in Boston make a shrewd bid for the trade of members of the labor unions by presenting them with a handsome lithographed card, reading :

> THE REWARD OF LABOR—COSEY HOMES.
>
> The bearer, if a member of any affiliated union of the Central Labor Union in good standing, is entitled to receive a complimentry discount on any purchase made of us.

Cost considered, 'twas said to be the best paying ad. the house ever had.

NEW UMBRELLAS AND PARASOLS.

The Standard Umbrella Manufacturing Co., which was started in Montreal in September last has its hands full to fill orders already. This is, perhaps, owing to the excellence of the product. With brand new machinery and skilled labor they are able to turn out umbrellas that cannot be surpassed. Some of the new handles shown are being much admired by the trade. Among them is one called the London Club. This is a straight handle, with a handsome natural knob, mounted in silver. It is only one of the many novelties in umbrella handles which may be seen here. Other fine effects may be seen in the parasol handles, including the latest and much-admired novelty, the "Queen Alexandra" handle. Besides the many designs in wooden handles, gun metal is a material on which they are having great success.

TRAVELLERS' TAX IN NEWFOUNDLAND.

There has been some discussion recently as to whether a commercial travellers' tax is imposed in Newfoundland. The Secretary of the Manufacturers' Association has been looking into the matter, and finds the facts to be as follows:—The municipality of St. John's, Nfld., had arranged for a tax of $100 on commercial travellers beginning with the new year, but the principal merchants petitioned for a tax covering the whole Island and not the municipality. The municipal tax has therefore been held over, and the whole matter will come up before the Legislature next month. The fate of the measure is of course as yet uncertain, but no tax is levied now nor will be before then.

K. ISHIKAWA & CO.

TORONTO, ONT.

Japan Silks.

Japan Taffeta.

Fancy Corded Silks.

Printed Foulard.

Printed Liberty Satin.

Ladies' and Boys' Windsors.

Japanese Matting.

FEB 6 - 1902
CB-4/68 Miss Laugher
(her own suit

Crompton's



NEW GIRDLE CORSET

Bids fair to become the favorite of the season with slender women—a particularly dainty straight-front garment made in all shades of silk, or coutille, elegantly trimmed.

Crompton's New Straight-Front Bias Cut and Gored Corsets

embrace designs to suit every figure—a complete range—perfection of fit and fashion.

—Travellers are on the road, but don't
—wait, write us for quotations.

THE CROMPTON CORSET CO., LIMITED,
78 York Street, Toronto

The Princess Metternich $9.00 Beauty.

The most widely distributed garment in America—more retailers handling it and more women wearing it than any other one garment ever made. Once planted, the reorders come in with automatic precision, and the output works as smoothly—the performance is continuous—orders coming, "Beauties" going all the time. Have you enough for your present wants? If not,

HOW MANY?



THE ANALYSIS

A Nine-Dollar Petticoat which has revolutionized retail values. Made of a quality of mercerized never before used at less than $15. High lustre, exquisite finish, soft silky effect and made like all the Princess Metternich Petticoats

PERFECT

No. 20.

A Mercerized Beauty.

$9 per Doz.

Convince yourself with a Sample Dozen. You'll sell them in an hour.

Also many other styles up to $24.00.

9 - 11 University Place, New York.
One door south of Eighth Street.

J. DRYFOOS' SON.

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully; and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

A HINT TO DEPARTMENT MANAGERS.

IF you wish to get the best results from the window and the window trimmer, go about it in this way. Lay out the line of goods you wish to put on display on the counter. Then call the window-trimmer and let him look over them. Tell him all about the idea you have in mind. Show him the line or pieces you want made prominent. Tell him the whole story from your point of view. In this way he will be better enabled to put in the proper trim.

Do not insist on him carrying out your idea of arrangement. If you do there will surely be a "hot box." A little lubrication will make things run much smoother. Allow him to pick out the quantity to be put in; also the colors.

Giving him three or four pieces at a time as he goes along quite precludes the possibility of any kind of color harmony. The trimmer can only set the three or four pieces, one after the other, and then go for four more to be set up in like manner. This is not the way to do it.

Lay out all the goods as near as possible so that he can select as he thinks best. That is his particular business, has been his particular study, and most likely he knows more about color harmony than you do, and can make a better window selection.

These remarks are important as being conducive to good window display and profitable results therefrom. Every business man who has studied the matter will recognize the fact that modern and judicious window displays are of greater drawing power than any other advertising medium extant, and are becoming more so every day with enormous strides. Therefore, when dealing with a modern window-trimmer, show him the courtesy due one who has attainted an indispensible position by long study, thought and diligence.

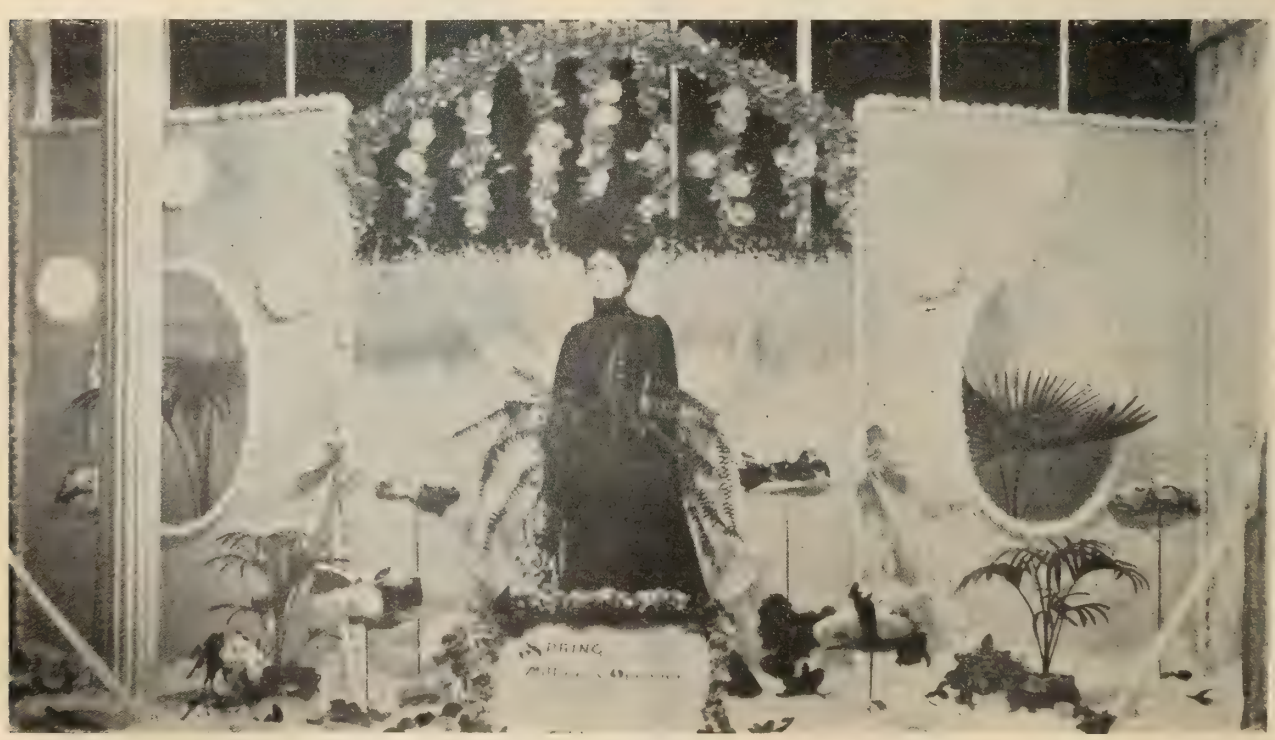
THE STORY THE WINDOW TELLS.

THE show-window is the mouthpiece of the shop. It tells the kind of shop that is behind the glass and the kind of goods the shop contains. The display should never be so carelessly built that it will strike the onlooker as being slovenly or old.

Small windows and constant changes represent the modern idea of window dressing. Show one thing at a time, show very little of it to the very best advantage, and change every few days. A window must tell its story clearly and forcibly.

SHOW-CARD IDEAS.

A WINDOW card, like a good rule, works both ways. It serves to remind one of something he needs, and has forgotten or neglected to purchase, or it tells of something



FOR A MILLINERY OPENING.

THEY HELP YOUR SALESMEN.

Phillips' Illuminated

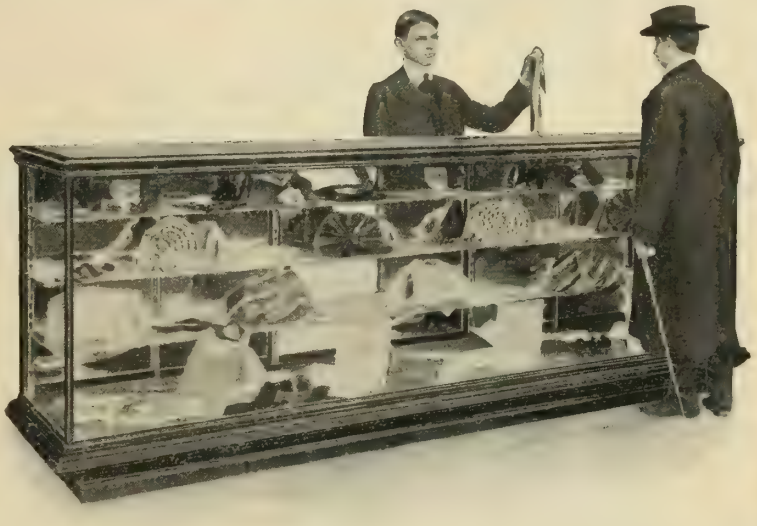
Silent Salesman TRADE MARK **Show Cases**

make selling easier. They show your goods to the best advantage – beauties of color and fabric emphasized by perfect illumination.

Phillips' Show Cases stand not only for highest excellence in materials and workmanship – we've been making good show cases since 1864— but also for constant progress in show case construction. An adjunct of up-to-date stores from coast to coast.

Our patents cover a majority of the points sought in the making of the best modern show cases. Which will you buy - imitation or attainment ?

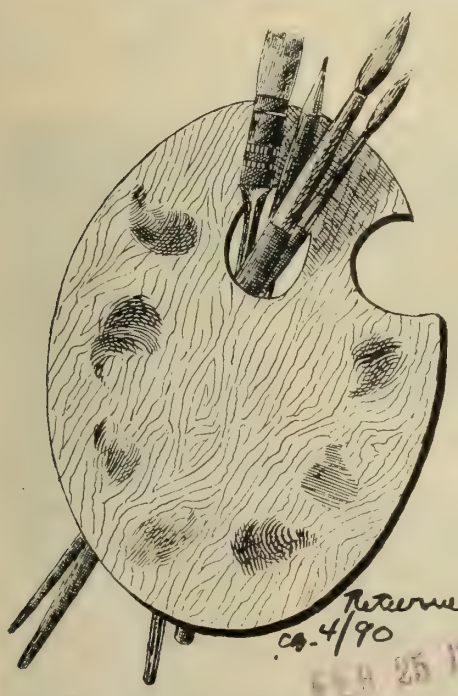
Send for circulars (lithographed in colors) and full particulars.



John Phillips & Co., Limited,

Canadian Branch—WINDSOR, ONT. DETROIT, MICH.

L. L. GLINE Adv. Dep.



EVERYBODY WANTS IT!

The Edwards Instructor on How to Write Signs, Show Cards, and Price Tickets. . . . . .

Over 800 copies sold last month- second edition of 2,000 copies now in press. This book of instruction was honestly designed to teach, not merely to sell, and no pains have been spared, no outlay stinted to make it intelligible, complete and helpful in every particular. It contains solid, practical ideas, methods and outlines for the home learner, that are now given to the public for the first time. If you want to be an up-to-date Sign, Show Card and Ticket Writer, my book of Instruction will make you one. The price is within the reach of all. Only $1.00 prepaid to any address.

Have your order filed early.

W. EDWARDS

423½ Yonge Street, TORONTO, ONT.

List of Subjects Covered:

INTRODUCTION—Cardboard Show-Cards and Price Tickets. Paints—Water, Diamond Dye and oil colors. Cardboard—Weight and coating. How to Hold the Brush and Brushes Required. Lettering—Layouts, Shading, Outlining and Filling-in. Ornamenting—Rainbow Effect, Picture Cards, Flitters, Frosting, Scrolls, etc. Skeleton Letter and Figure Patterns. Mathematical Block Letters, **34** Illustrated Sign Writer's Model Alphabets and Figures. Letter Spacing and Shading. Enamel or Oil Cloth Signs. Cotton or Muslin Signs. How to Mix Paints for Tints, 34 Tints from Six Colors. Wooden Signs—White and Colored, Silver and Gold Leaf, Bronze and Aluminum, Ground Finishes, Smalting, etc. Luminous Signs. Luminous Paint. How to Prepare Gold Bronzing. Wall and Fence Signs. Signs on Glass—White and Colored, Silver and Gold Leaf, Bronze and Aluminum. To Attach Enamel. Aluminum and Glass Letters on Glass. Method of Frosting on Glass. Care of Brushes. Selection, etc. To Frost and Color Electric Globes. 200 Choice Phrases for Show-cards and Price Tickets. Price Lists of Materials and Supplies.

Co. 4/90 Returned OCT 25 1902

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims.

Tel. Main 1985.

LABELS

Any Shape
1 to 17 Colors
Every Process . . .

Costume Tickets. Stock Labels. Designs Submitted

LEVY & CO., Printers TORONTO

19 LEADER LANE.

WINDOW DECORATING—Continued.

good at so low a price that "the one who comes to look remains to buy."

Human nature is the same the world over, and there is some little cog in everyone's reasoning powers which makes it almost impossible for them to resist a bargain—and that, too, when they did not realize that they needed the article in question.

This applies as much to the "lord and master" as it does to the much maligned woman shopper. Frequently, a man will saunter into his home with a parcel under his arm and when questioned by his wife as to how he came to indulge will meekly reply, "Oh, I saw it in a window and thought you would like it."

Window displays should always contain cards bearing the price and description of what is being shown. The fewer the words on it the better the card. A person will stop to read a card, when he would give but a passing glance at a display without a card. This is a rule which exceptions only go to prove. If a card can be illustrated so much the better—it will lend life and attractiveness, just as it does to a newspaper ad.

A small card is preferable to a large clumsy one. Print your card in neat, readable type, plain, easily-read letters. Shun all bent rules, ornaments, frills and furbelows. A ruled line around the edge of card is sufficient.

Plainness and legibility give a card a dignified appearance, for the same reason that anyone with good taste and judgment would prefer a handsome, solid-looking piece of silverware, to a highly-embossed or floral design, or a simple white calling card to a colored floral or ornamental pattern.

SUGGESTIONS REGARDING DISPLAYS.

WINDOW displays, in order to be good business-bringing windows, need not necessarily be elaborate. Sometimes an elaborate sensational trim does not sell goods. We want the window displays that sell goods. If it can be made beautiful at the same time so much the better. But what we are after is business, and any window display that will bring business or sell goods is business-like and may be called a success even if it is not artistic and beautiful.

Sometimes a window dressed very plainly and simply with only a few goods in it, but with the arrangement so effective that a conclusive idea is arrived at immediately in the mind of the observer, will surprise you by the attention it attracts and the results it secures.

DRAPING.

IT is quite easy to make a good draping of light, soft, pliable, fluffy material and a window-trimmer is not entitled to a great deal of credit for a well-draped window of these goods. It should be exceedingly well done.

But the man who can take heavy goods and does not fail in making a good drape is the true artist. It is not all in pleating and folding and rosettes, but it is in the hanging, the proper placing for lighting, and the harmony of color. He who does this is the artist and is entitled to all the credit of his display.

ON THE TENDENCY TO CROWD.

THE window-decorator who has seen years of labor in his profession can look back upon the days, remembering them well, when the idea was to get as much as possible into a window.

With this conception of method generally accepted the result was overcrowding. The extreme to which it was carried is well within the recollection of the older trimmers. Those were the days of the well-known "stocky shows," which are still maintained by many to be the proper method for displaying the "cheaper grades" and "jobs."

For these there is good sound reason for showing them in quantities and abundance, because the impression usually to



WELL-DRAPED FABRICS.

REG° TRADE MARK Cravenette PROOFED —BY— CRAVENETTE Co LTD

Cravenette

Cloth

is asked for by every lady and Gentleman ordering High-Class Waterproof Garments. The ladies who want the best material for a Rainy-Day Skirt will have no other.



Can you supply your customers with this cloth? Nothing can take the place of it in regard to appearance and quality.



SEND YOUR SPRING ORDER IN GOOD TIME. DON'T WAIT.

S. Greenshields, Son & Co.,

Sole Selling Agents for Canada.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

WINDOW DECORATING—Continued.

be conveyed by such displays is the cheapness of the goods at the prices which are usually secured by taking large quantities.

Also to show that it is not a few items cut in price, as a bait to the trade, but plenty to satisfy all the demands of the customers. Used for these purposes the stocky show is entirely legitimate, especially between seasons when extraordinary means have to be resorted to in order to keep up the flagging interest of the buying public.

Years ago, though, there was no difference between the exceptions just mentioned and the regular work. All alike were crowded and jammed into the windows. Every inch of space was utilized to show some one or more of the units of the display.

The result of this was, very largely, to defeat the very purpose of display, which is to forcibly impress the individuality of merchandise upon the mind of the shopper.

In these crowded up trims of everything or anything the result was that no distinct item of the display was forced upon the customer's mind, but only confused it so that he passed on without having been impressed with anything in the trim.

There is no danger of this result on the "modern" stocky show, because the quantity is made up of only one kind of goods. This tends to emphasize very much the individuality of the goods. There is nothing confusing and no lack of impressiveness when goods are thus shown.

Even in these modern stocky trims it might be well thought to call attention to the fact that they are sometimes "overdone" too. By being "overdone" I mean packing in goods at points that are not easily observed and where they will be obscured by other sections of the display.

To avoid doing this the trimmer should always keep in mind the observer and be able to determine how each article, as it is placed, is going to appear from the outside. If he does this he will never fall into the error so common among trimmers of having more or less goods wholly eclipsed by the rest of the show.

In all cases where this is observed, it gives the trim a stuffy and crowded appearance. In other words, this cannot be called window dressing, but "window stuffing." Outside of these stocky or sales trims, as they are generally termed, the modern idea of window dressing calls for a neat, tidy, artistic showing of very few goods, arranged so that the fine points of the articles shown will be observed by the onlooker.

Open spacing, judicious quantities, goods opened out and scientifically arranged are special essentials in modern window dressing.

ILLUSTRATIONS.

Illustration No. 1 shows a neat arrangement for a Spring opening window trim for millinery or other goods.

The two frames in foreground are covered tightly with colored felt. There are three circular openings in each, behind which are fastened incandescent lights in funnel-shaped reflectors.

The floor is covered with green cambric, over which white chiffon is puffed.

No. 2, a neat arrangement of dress goods and accessories which explains itself.



DOLL DISPLAY AT ROBINSON & CO.'S, WINNIPEG
Trimmed by P. J. Dillon.

WINDOW DECORATING—Continued.

THIS MONTH'S DISPLAYS.

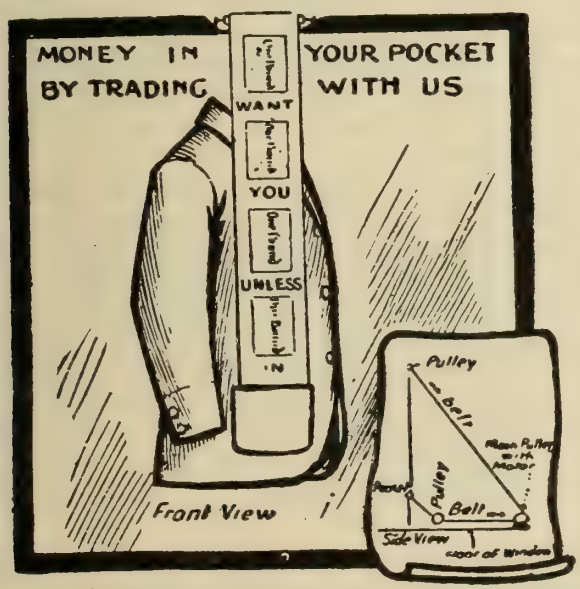
DURING this month the following lines of merchandise should be kept well forward. These goods have to be cleared within the next few weeks or they will be carried over until next year. The trimmer can aid greatly in helping to clear them by thorough attention to the best means of displaying them. Keep these trims constantly on the change, using lots of price cards. The lines referred to are :

Heavy dress goods.
Blankets and comforters.
Wool underwear.
Heavy hosiery.
Furs.
Jackets and wraps.
Lined gloves.
Scarves and mufflers.
Wool goods of every sort. —H. H.

A WINDOW NOVELTY.

AN English dealer has won a prize in a contest for the most catchy novelty in window attractions. A study of the accompanying illustration will show how he worked it. The description of it is as follows :

"It consists of a board covered with canvas, and painted any color. On this is outlined a coat. A hole is cut through the 'pocket,' and through this is slipped the belt seen in the sketch. Pound notes with catchy wording in between were fastened onto the belt, which was kept revolving round and round automatically. The novelty drew crowds and helped to sell heaps of goods. It is easily constructed, one needing just a little patience."



It seems so simple that probably any merchant could rig up a thing of this kind for his own use. The belt, as anyone can see, works up and down, so that the bank notes are constantly disappearing into the pocket.

A MEMORIAL WINDOW.

At Steacy & Steacy's dry goods store in Kingston, January 23, there was a beautiful memorial window in honor of the late Queen Victoria, the anniversary of whose death occurred on that day. The background of the window was of black, while a large portrait of the late Queen was draped in royal purple. Around it were strewn clusters of violets, the little flowers she loved so well. The scene awakened many recollections and was a good business move on the part of the store.—Kingston Whig.

A BIG DEMAND.

Mr. W. Edwards, 423½ Yonge street, Toronto, Ont., whose advertisement appears in this and last month's DRY GOODS REVIEW, is certainly filling a long-felt want with his "Book of Instruction on How to Write Sign, Show Card and Price Tickets." He reports having sold over 800 copies last month. This goes to show that the merchants, window trimmers and clerks of Canada are wide awake and not slow to see a good thing. As the price is right all those desirous of securing copies should have their orders filed at once. No up-to date store should be without a copy of this work.

BULLETIN IDEA.

Several of the large departmental stores have bulletin boards put up in different parts of the house, containing a copy of their latest newspaper advertisement. Make a trip through these stores and you will always find someone in front of the boards, poring over the ads.

This seems to be a very good scheme, as often a person will read an ad. in the paper and desires some article advertised, but forgets just what it was, how it was described, or at what price it was quoted. How often people wish they had cut out and saved an advertisement ! The bulletin board serves as a reminder and remedies the difficulty.

Another point in favor of this scheme is that many people will see the ads. on the bulletin boards who never read the papers. This plan could be used to advantage by merchants in smaller towns, and it would be sure to attract attention. Paste a copy of your latest ad. on the inside of the glass in your show window, or the glass in your door, or, better still, on the inside of your outside showcases, if you have any.

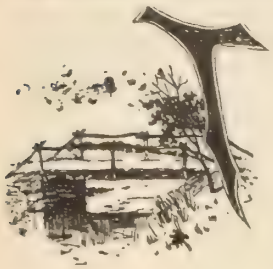
OBTAINS DOMINION INCORPORATION.

The Truro Knitting Mills Co. have been granted Dominion incorporation with a capital of $300,000, and the following gentlemen as directors : Messrs. Frank Stanfield, John Stanfield, and George L. Fisher. The Truro Mills, which have been established for a number of years, have become noted all over the Dominion for their high class underwear for men and women, which is branded "Stanfield," and has a very high reputation with the retail trade everywhere. The Truro Mills are finely equipped with the latest machinery and improvements, and under the new arrangements they will have increased facilities for turning out their high-grade products. Mr. F. Stanfield visited the Ontario and Quebec trade in January, and reports having had a very successful season.

The Colonial Bleaching and Printing Co., Montreal, have renewed their very appreciable gift of a year ago when they distributed over 1,000 leather bound note books, each enclosing an accident insurance policy among Canadian dry goods travellers. Every dry goods traveller received one of these books as a "Colonial" Christmas box. The policy is for $1,000 in case of death in a railway accident, $500 for the loss of two limbs or loss of eyesight, and $250 in case of loss of one limb or one eye. It applies only to railway accidents, and extends over one year. Colonial prints ought not to suffer at the hands of travellers during 1902.

HOW UNSHRINKABLE UNDERWEAR ORIGINATED.

A Story of a Successful Canadian Enterprise.



THE late Chas. E. Stanfield, the inventor of "Stanfield's Unshrinkable Underwear" was born in 1829, near Bradford, England. Here it was that young Stanfield served his time first as a machinist in a large woollen machinery plant where worsted and woollen machinery was manufactured. After serving five years he obtained his papers as a first-class machinist and obtained a situation in a worsted mill. After working through the various departments and obtaining a complete knowledge of the business, he was in the unique position of being able not only to build any part or piece of woollen machinery but possessed the knowledge of the successful operation of it.

In 1854 Stanfield emigrated to Canada, settling at Tryon, P. E. Island. Starting in a small way and in a comparatively short time, the Stanfields were known all over the Island and their cloths and yarns met with a ready sale, so much so that a large mill was erected a few years later which proved to be a money-maker from the start. Owing to the poor shipping facilities from the Island to the mainland in those days, and to the proprietor's ambitious nature, Mr. Stanfield decided in 1871 to sell out and start at Truro, the hub of Nova Scotia.

Truro was selected for future operations for three reasons, its close vicinity to the coal mines, large farming interests which produced large quantities of high grade wool, and cheap shipping facilities. Three small woollen factories were erected at different points, Truro, Brookside and St. Croix, and all increased their output within a few years. In fact, Stanfield's goods were sought after by everybody, and the word Stanfield was a household one throughout Nova Scotia. In 1876 he went to England for new ideas.

On his return he disposed of his interests in the woollen mills and started the first hat factory in this country, From its inception, Stanfield's hat factory was a good thing. Orders flowed in from all parts of Canada and for years the factory was run night and day to its utmost capacity. In 1881 he became a silent partner in the hat business, Col. Wm. Craig buying one-half interest, and finally severing his connection in 1892. Having decided on a tour of the United States, naturally all the large manufacturing centres were visited, and, on his attention being drawn to the great strides made by the knitting trade within the past few years in that country, he finally decided to buy a number of machines, and, on his return to Truro, a site was selected and buildings erected.

The knitting was not a paying investment. Every mill appeared to be making the same class of goods and the consequences were ruinous prices, and here is where the inventor's ingenuity was put to the test. Stanfield threw out the machines and determined to make different lines from other mills. His first experiments were money-sinkers; however, the great success of stockinette or stockings by the yard, as they are familiarly known throughout the Maritime Provinces, more than made up for past failures, and the sales of this line were very profitable. Nothing succeeds like success, and Stanfield's lines were now sought after by up-to-date business men. Just at this time a workman who had charge of the carbonizing plant, through his own carelessness or someone elses, spoilt a batch of wool ; in fact, discolored the whole batch, which would not wash out.

This lot was made up into underwear and sold to farmers and railroad men next year. The mills had more inquiries for these goods, as the people claimed they were the only wool underwear ever sold that would not shrink. Stanfield, who at this time was joined by his sons, John and Frank, immediately turned their attention to manufacturing unshrinkable underwear. Special machinery was ordered from their own patterns, so as to produce a specially elastic garment. For a number of years the mills sold their underwear, known as "Unshrinkables," to the trade of Nova Scotia. Owing to its poor appearance, being of a dark, dead color, it was impossible to push the underwear in the towns. Thousands and thousands of dollars, failure after failure succeeded each other, and still no results. Finally, after years of toil and worry, Mr. Stanfield stumbled into "Stanfield's Unshrinkable Underwear."

New machinery was erected for treating the goods in quantities, and everyone knows it has been a complete success. Seeing that business methods had changed, and that it would be impossible for a man of his means to make such a success as his invention warranted, he decided to sell out. A company was formed to take over the mills, called The Truro Knitting Mills Co., John and Frank Stanfield managers, both practical men of recognized ability. Just five years ago the company commenced to push "Stanfield's Unshrinkable Underwear." Their success was phenomenal. Addition after addition was made to their mills, and still there was no keeping up with orders. Last year a new brick mill was erected, which experts claim to be the best-equipped and most up-to-date knitting mill in this country. The management are always planning in the one effort, to please the consumer and to give him perfect satisfaction.

There is no weak dependance on past records. Quality is everything in Stanfield's, and every garment is carefully inspected and tested before the name Stanfield appears on it. During the past season it has been impossible to fill the deluge of orders. However, with further additions and improvements, it is confidently expected that orders for 1902 will be filled on time. The present capital of the mills is $300,000, and the officers of the company are : President, John Stanfield ; vice-president, Dr. H. M. Stanfield ; secretary, Geo. L. Fisher ; treasurer, Frank Stanfield. The production of these mills is sold direct to the retail trade.

The H. B. Claflin Co., New York, have distributed to the dry goods trade what is undoubtedly the most elaborate advertisement ever issued by an American wholesale dress goods house. It deals solely with wash dress goods fabrics and fashions for 1902. The designs are handsomely lithographed showing the colors and patterns as clearly as in the piece. The fashions are produced by the same process. The work is also replete with useful information in regard to the newest productions in Summer fabrics. The different members of the trade who have been fortunate enough to secure copies of this handsome production are loud in their praise, and the H. B. Claflin Co. are to be congratulated upon their excellent display of enterprise.

PERRIN FRÈRES & CIE.

. . . MANUFACTURERS AND IMPORTERS OF . . .

Lined Gloves and Mitts

OUR Samples of Lined Gloves and Mitts for Fall and Winter 1902 are now ready and will be shown to you by our travellers in the course of this month. *Our prices are right* and we show the most complete range in *Real Mocha, Buck, Suede* and *Kid,* fur, wool or silk lined —It will pay you to see our samples before placing any of your orders.

PERRIN FRÈRES & CIE., 5 VICTORIA SQUARE, **Montreal**

DEBENHAM, CALDECOTT & CO.

—SPRING 1902—

SILKS | **OUR SPECIALTY** | **SILKS**

No argument so conclusive as doing BEST what others do well.

Special Lines for Spring 1902 in

TORONTO
77 York Street.

LOUISINE SILKS
BRITISH SILKS
TAFFETA SILKS
PEAU DE SOIES

FRENCH FLANNELS
DUCHESSE SATINS
RIBBONS, GAUZES
VELVETS, LACES

DEBENHAM & FREEBODY,

LONDON, ENGLAND—St. Paul's Churchyard, and Welbeck Street W.

NEW YORK—111 Fifth Avenue. | PARIS—115 Rue Reaumur. | SYDNEY—422 George Street.
BRUSSELS—16 Rue des Boiteux. | MELBOURNE—277 Flinders Lane. | TORONTO—77 York Street.

THIS IS FOR YOU

If you are in the trade.

Our Spring opening of Trimmed Models, Millinery, Millinery Novelties, Hats, Silks, Ribbons, Laces, Ladies' Jackets, Costumes and Skirts, will be held in Toronto on Monday March 3rd and following days, and in Montreal on Tuesday March 4th and following days.

Success follows our efforts, last year's trade being the largest in the history of the business, and under the new directorate we hope to merit even greater things in the future.

The largest portion of our importations is now forward, and from their characters we are enabled to make a strong statement, which our opening offering will fully endorse, that, on that occasion, we will bring before the trade the largest, most attractive and convincing stock in each department it has ever been our pleasure to offer.

Following our past custom we will be prepared by the 15th of February to receive all early buyers, who, on account of distance from this market or from any other reason, find it necessary to make their selections previous to our general opening dates.

S. F. McKINNON & CO.

DIRECTORS: LIMITED

J. M. ALEXANDER, President. GEORGE CALDBECK, Vice-President.

JOHN S. McKINNON, WM. GUTHRIE, ALEX. MACKIE.

Corner Wellington and York Streets, TORONTO.

230 McGill Street, MONTREAL.

Canadian Spring Millinery Opening 1902

The Latest Paris Millinery.

From our own correspondent.

January 22, 1902.

I HAVE this week visited several of the best millinery establishments in Paris and I noticed that both toques and hats, but especially the former, are being made larger, and drooping at the back on to the low coiffure—in many cases almost covering the hair.

Trimmings are as varied as ever ; fur and mousseline de soie is a favorite combination. This is not only very smart, but eminently becoming.

Long ostrich feathers are much worn, fastened by a rosette or "nouveau-art" buckle in front, and curling low on to the hair at the back or side, sometimes following the curve of the ear. Many ostrich tips are worn under the brim or edge. They are not laid along as formerly, but, being fastened by the quill part, the tip proper is free to fall naturally—this fashion adds greatly to the size of a hat.

Toques in colored homespun raised at one side and having a drapery of velvet, held in place by a large nouveau-art buckle, sometimes finished off by two fancy quills, are very smart for morning wear.

Many theatre hats are composed entirely of flowers or leaves and berries in art shades. A very handsome model, raised high on the left side, is composed entirely of pink roses, mixed with violets and their leaves.

A very elegant toque is entirely covered with large chrysanthemums, ranging in shade from the palest pink to a deep red, mixed with their own leaves ; this model has a cream lace tail falling low to the left of the coiffure.

A wide low hat in velvet "lame" has a ruching of mousseline de soie around the edge of the brim. This hat is slightly raised at each side and has a wreath of roses with their leaves twisted around the low crown, falling over the edge at the back and held in place by a drapery of lace.

A very beautiful model, toque shape, is made of white tulle, well raised at the front and left side and sloping low at the back. The groundwork of this is covered with an embroidery of strings of pearls, while an interlacing of black velvet ribbon suggests the crown. At the front towards the left side is a Louis XVI. bow of the velvet, surmounted with a buckle which clasps a long aigrette that curls around the right side and falls low to the back.

Another smart toque, very low and wide, is of black velvet, having the underneath part of white mousseline de soie finely tucked, while the outer edge is bordered with zibeline, two tails of the fur hanging loose at the right side. This has a trimming of guipure lace at the back, as well as a bunch of purple grapes with their leaves. As this brim is slightly raised at the front, one sees, looking full-face, nothing but the mousseline and zibeline border, while just a few grapes show from behind the left ear. Another hat, the same style, has a bunch of grapes under the raised brim in front, taken towards the left side.

Here are some smart costumes worn at a fashionable wedding the other day : The bride's dress, of ivory satin, was severely plain and clinging to the figure, the sole trimming being a drapery of old lace at the front of the bodice, caught at the bust with a spray of orange blossoms ; the lace veil, caught into the hair by a bunch of the same flowers, fell in graceful curves to within a few inches of the edge of the long train. One of the guests wore a dress of dove-colored velvet panne ; the bodice was trimmed with a V-shaped front of guipure, edged on either side with chinchilla, which was continued in two rows to the back, just above waist line, to give the effect of a bolero. The skirt, finely tucked at each side from waist to knee, had an outer edging of chinchilla, above which was a six-inch wide band of guipure. The sleeves had an insertion of the same lace, and the wide cuffs, lined with it, were edged with chinchilla. With this was worn a new model cloak made of the same velvet. This could be fastened from neck to waist, while from there it was cut away to form a point, reaching to the outer edge of the skirt at the back. The collar, shoulder-piece and border were of chinchilla, while between the collar and shoulder-piece, forming a round yoke, was an insertion of guipure.

The hat, again of the same color and velvet, was low and wide and almost covered with a seagull on the wing. A jacket in black habit cloth, tight-fitting, with long basque, has a double round collar and reversed cuffs of gold-embroidered white satin. This jacket, double-breasted at the bust, is cut so as to just meet at the waist from where it falls apart. The bottom edge of the basque is deeply "de coupe" to form four points.

A new model walking costume is in ecru-colored cloth, bolero bodice "a deux etages," with a deep rounded cape falling to below the bust ; the sleeves are tucked to elbow, from there falling loosely "a trois etages." The skirt is cut en forme and finished off with three flounces ; these flounces as well as the etages of the bolero and sleeves have all a scolloped edging of Irish lace. This costume is finished off with a cravat of mauve liberty incrusted with the same lace and fastened below the collar with an emerald pin.

A smart Louis XVI. coat is in black velvet panne, the long waistcoat, hanging straight with any waist line, and the raglan pocket, shoulder cape and cuffs are of red cloth enriched by an embroidery of red and gold.

A very smart tailor-made is in dark grey zibeline cloth, the skirt, which is cut "en forme," has at the back the appearance of being cut in three flounces. This is caused by two flat aprons coming down to one-third and two-thirds the length

MILLINERY—Continued.

of the skirt, and sloping low to each side, terminating in a point. The double-breasted jacket is fastened with large fancy buttons and cut to a sharp point at the front four inches below the waist line, then cut up to the waist line at hips, and brought down again in two tails at the back. The deep, narrow yoke and wide collar are of ermine; the sleeves, which are pagoda shape, have a frill of lace hanging from underneath the wide cuffs. With this costume a muff of ermine, draped at each side with a frill of the same lace, would be carried.

EVENING DRESSES AND BLOUSES.

A very pretty and simple dress for a young girl is in white mousseline-de-soie over a faille. The skirt is made of frills, about eight in number, increasing in width towards the bottom. The bodice, which is decolete, is made in the same way, the frills, naturally, being smaller. The sleeve is finished at the elbow by a deep frill of fine lace. Three bands of pink ribbon, fastened into the waist-belt at the front, are carried up to the left shoulder, and terminate with a hanging bow. The waist-belt is formed of the same ribbon fastened with a pearl buckle.

A lovely evening gown is in rose "passee" silk almost covered with embroidered chrysanthemums. It is cut Princesse form; the low decolete has a deep frill of hand-made lace taken quite around and forming the sleeves. This frill is continued in a waving effect down front and round the bottom of the skirt, finished off at head in a narrow ruching.

A gown in citron-colored taffetas has the skirt trimmed at the base with two frills, cut "en forme," both surmounted by an incrustation of guipure bordered with velvet and finished at the front by two rosettes of the same. An insertion of embroidered velvet is taken from the waist to the finish of skirt between the two rosettes, the corsage, which is decolete at will, is of guipure and bloused at the front. The embroidered velvet of the skirt is carried up the front of the bodice and round the decolete border, forming an Empire yoke. Two rosettes, to match those on the skirt, are at each centre of bust.

With reference to corsages, we are likely to see a change in sleeve decoration. The wrist trimming of the present and passing season is gradually disappearing and has been taken to the elbow. Our "grandes contouriers" are aiming at carrying all fullness and trimming to the top of the sleeve. I have already seen several new models with insertions and incrustations from shoulder, giving a full effect.

All up-to-date blouses are trimmed with velvet or velvet ribbon. Here are two models: The first in mousseline de soie, pale blue, finely tucked and "bouillonnee," yoke and "epaulettes" in guipure. The full front is strapped with narrow black ribbons tied Louis XV. The sleeves are tucked and tight fitting except for a large elbow puff, above and below which are bands of the velvet ribbon. The high-tucked collar also has three bands of the same, a narrow waist belt of the velvet "en bias" crossed at front with a fancy stud finishes off corsage.

A creme "crepe de chine," covered with a bolero of guipure, fastens under arm. The upper part of the sleeve and a second small bolero, taken round the armhole, is of black velvet, showing through the guipure. The sleeves, tight fitting to elbow, are finished there with a deep frill of lace.

A. E. D.

A PASSING CALL REVEALS GREAT ACTIVITY.

A REPRESENTATIVE of THE DRY GOODS REVIEW had the pleasure of being escorted by one of the directors through the various departments of the large, thoroughly-equipped and perfectly-lighted eight-storey warehouse of S. F. McKinnon & Co., Limited, at Toronto.

The activity amongst the army of warehouse hands and the immense quantity of goods being received into the different departments gives a passer through some idea of the extent of the business done by this enterprising company, also the thorough system with which the business is carried on.

To assist in taking in the business situation, a short discussion covering the broad and daily widening field of commerce in our fair Dominion was indulged in, when the representative of THE DRY GOODS REVIEW learned from the mouthpiece of the company that from actual experience S. F. McKinnon & Co., Limited, firmly believe that the field of their operations, which is from the Atlantic to the Pacific, never looked better or prospects brighter. "Of course," said the escort, "as long as business is done there will be men, and good men too, who, for one reason or other, will fall behind in the race, but, being of necessity close observers, we believe that the business pulse of the country is strong and healthy, and an existing business confidence which cannot be mistaken, at least," said the company's representative, "this is as we view the situation and have nerve enough to act on the strength of our convictions in making provision for the Spring trade as these large piles of goods declare."

Conversation at this point turned on to millinery and the different lines in their class generally. Speaking as if he felt perfectly at home on the subject, the company's representative said: "It is going to be a milliners' season in every sense of the word, when they will have room to display their skill and artistic taste—but they are equal to it.

"The ready-to-wear hats are in favor and many entirely new and most effective styles are showing which are sure to take a front position to begin the season with. Black and white combination in hats are much thought of and showing largely, particularly in turbans and the new colonial styles which are very effective. Very handsome dress shapes in fancy straws are out for Spring, and their very jaunty character is sure to find them favor. Also from the very nature and character of the materials and trimmings showing, it is sure to be a big mode hat season, and we are rather inclined to think, if we all had our own way, the made-up trade would generally be preferred to the ready-to-wear style, but it is popular favor and taste we have to meet and this we do.

"Do you know that millinery is a great subject to write on and we might go on and fill the half of your valuable widely-circulating journal, but space there necessitates our being content with only hinting at a few of the leading features in trimmings and adornments?

"Flowers remain undisturbed in first place, our firm conviction being; in fact, we know from actual experience, that at least 25 per cent. more flowers have, so far, been sold for Spring than for the Spring of 1901, which was a big flower season. If possible, these favorites are more exquisitely true to nature than ever, but take notice that the sound of the ostrich cannot be mistaken. She is coming and the ever lady-like hat adornment will wave over many hats before the season ends. Other favorite numbers which the trade may bank on in connection with Spring and Summer millinery are crowns and crownings, mechlins, mousseline de soie, chiffons, laces (a big feature), many rich mousselines in plain, stripes,

Wholesale Millinery

The Gala Day

As already announced to the trade we will hold our Grand Opening Display on

March 3rd

and following days.

AN EARLY EASTER means an early Millinery season.

WE ARE NOW prepared for the early buyers.

Stock complete in every department

The Trade cordially invited.

The D. McCALL CO., Limited

MILLINERY GOODS

Spring 1902

Inspect Our Stock

Buyers visiting the Toronto markets during the Spring Openings are cordially invited to call and examine our stock which will be found in all departments the largest and most varied we have ever submitted to the trade.

Special efforts have been put forth to secure in our selections that **Novelty and Style** which should mark a first-class millinery stock, and give confidence to buyers in making their purchases.

G. Goulding & Sons

55 Bay St., TORONTO

PARIS OFFICE: 35 RUE POISSONNIÈRE.

LONDON OFFICE: 3 ST. MARTIN'S HOUSE, GRESHAM STREET, E.C.

MILLINERY—Continued.

and embroidered effects, taffeta silks, plain, tucked, stitched and embroidered. Soft liberty makes in silk promise to be very popular. Ribbons will be very much in evidence, particularly in the wider widths. In this class taffetas and plain liberty and mousseline effects will be prime favorites. The whole field of millinery materials and trimmings for the coming season is of a most effective and harmonious character, which in the hands of the artist produce blendings and effects rich and ladylike.

"We now come to the lace department. The coming season will see laces used to a larger extent than for many years, and in order that we might be thoroughly prepared to meet the demand, our Mr. Alfred Reeve has been in the lace centres of Europe for the past four months, personally looking after the many lace orders which had gone forward from this department, and making selections for the Spring trade. Mr. Reeve is too well known as a connoisseur in this branch of the trade to require any comment.

"The heavy demand will be for galloons and double edges. Of those, we are showing very handsome designs in Nottingham, French, Plauen and Swiss makes. One prominent feature in our Spring lace collection is a net effect in black, butter and Paris shades with embroidered taffeta edges; also, chiffon similarly treated, making a handsome and most effective millinery lace. There are also some smart and pretty Nottingham productions shown in Venetian and Carrickmacross, which comes at a very much less price than the reals, but, at the same time, most effective. This is a most interesting department, and to give the names of all popular makes would take altogether too much space, so we only add to the above torchons, valenciennes, Brussels point, duchess, Maltese; also, full lines of black, white and cream Battenburg braids, and many other makes too numerous to mention. You cannot put too much emphasis in laces; it is going to be a lace season, and we are certainly prepared for it.

"We also anticipate a big demand for lace collars. Mr. Reeve has also given much attention to this number, and, to meet the demand, has secured a high-merit collection, principally in large Godet, bertha and sailor styles in duchess, Honiton, Rennaissance, Brussels point, Bohemian and point de Flandre makes. We have also a lace curtain and embroidery department, where buyers will find character and values right. For this department, Mr. Reeve was fortunate enough in securing a special lot of 6,000 pairs of lace curtains at a big discount off regular market prices. These are now in stock, and are an interesting lot for buyers in the curtain class."

The manufacturing department of the company shows great activity, the Spring work having commenced in earnest. In passing through the factory, their representative said: "Our jackets, costumes and skirts have been meeting with greater success than ever," and added that with regard to colors, the big takers for Spring are fawns and dark greys; also, that their new sleeve has been a pronounced success. Their costume and skirt orders up to date are more than double that of the corresponding date for 1901. One outstanding feature in connection with their skirt trade thus far is the great demand for wash goods in dark colors.

RIBBONS.

Ribbons are occupying the attention of designers more prominently than for several seasons. The broad weaves of soft silk, satins and moires are all liked. Moire promises to lead and is steadily advancing in favor. The new effects in trimming will not admit substituting silk, cut and hemmed, for ribbons. The difference in expense also grows less. Ribbon manufacturers realize that they must endeavor to produce a trimming material that will not be rejected on account of the economy in using piece silks.

The tendency of so many of the new shapes to droop in the back makes an opportunity which amounts to necessity for ribbons and lace in scarf and sash effects. The ribbon bow and ends will come in play so that they will admit of no substitute and the soft weaves lend themselves to graceful draping. —Western Milliner.

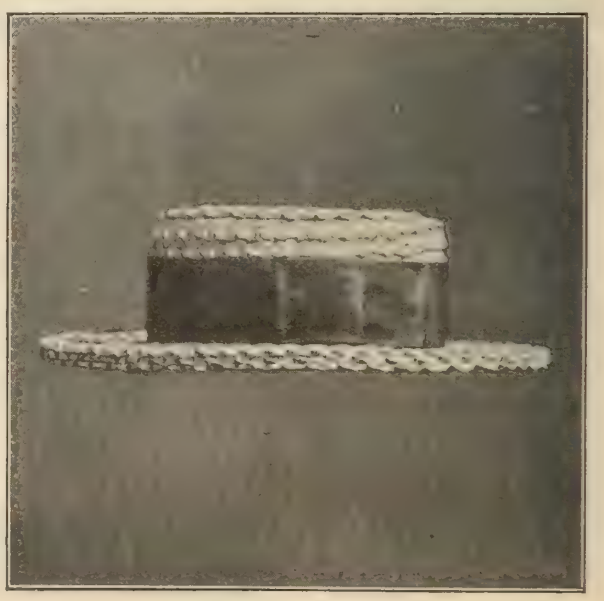
HATS OF THE SEASON.

TWO of Rathbone & McNeil's most successful hats are here illustrated. No. 1, the West End, is a turban straw, which was very popular last year, and will have another run this year. It is shown in a higher grade. No. 2, a ladies'



No. 1.—Rathbone & McNeil.

sailor, is made in cocoanut straw, and is a taking hat. They are having a big demand for their jumbo straw sailor, in the same style as the cut. In the children's department there is



No. 2.—Rathbone & McNeil.

an immense range of all sorts of caps and hats, for Spring and Summer, at all prices. Men's coarse straw, triple brim hats, are shown in grades to retail from 75c. to $1. The Baden-Powell cap is still a leader for Spring.

FEB 8 - 1902

Millinery Opening

First Display of

FRENCH AND ENGLISH MODEL HATS

March 3, 4, 5
1902

Ready for Early Buyers February 10

THE
John D. Ivey Co.
LIMITED

Toronto Montreal

MILLINERY—Continued.

SOME FRENCH DESIGNS.

MESSRS. CAVERHILL, KISSOCK & CO have prepared for the Spring millinery opening with some special lines in shaped hats, which are to be more popular than ever this season. The range of shapes includge large Gainsboroughs and many smaller varieties. There is a good demand now for ready-to-wear hats, but this is not expected to last after the openings, as the fashionable trimmings are so varied and handsome that they will be in greater demand than for many seasons past. The trimmings include, among the most popular varieties, chiffon, tulle and laces. The prediction that linen and twine colors would be leaders, is verified by the increasing demand. Other popular colors are black and white, white and black, old rose, castor and pearls. The last two shades, by the way, are not as well liked as they were during the past two seasons.



No. 1.—Caverhill, Kissock & Co.



No. 2.—Caverhill, Kissock & Co.

Several exquisite French patterns are shown, some of which are illustrated here. No. 1 is a tulle, in tricorn shape, made in reseda and castor. The brim has two ruchings of these shades, clasped in front with a handsome gold and pearl buckle. The crown is in the same shades and is fastened in the centre with a cluster of pale pink roses, banked in with green foliage and buds falling over the back. It is finished underneath, on the left side, with a bunch of pale pink roses. No. 2 is a large flat plaque, raised with a bandeau, with facings composed of pleatings in cream tulle. It is finished round the band with pale pink roses. Outside it is trimmed with gold lace embroidered with pearls. The centre is finished in a large Rosetti bow, fastened with a gold and pearl ornament. The whole effect is very flat. No. 3 is another tricorn shape, with rolls high up on the side in pleated chiffon. Black chinchilla lace is draped over the round edge. Black cabochons and a long black ostrich feather complete the back. The crown has pale pink French roses fastened to to the centre. No. 4 is a flat toque, drooping at the back and front, and draped over with black sequin, intermixed with tulle, caught up near the front with a brush of white osprey, which is fastened on the brim with a gold and pearl cabochon.



No. 3.—Caverhill, Kissock & Co.



No. 4.—Caverhill, Kissock & Co.

FASHIONS A CENTURY AGO.

SOME one has been looking up a diary of fashions in 1802, and for this month here is the record as given then: A bonnet of black velvet, trimmed with blue ribbon; a deep black lace round the front. A close bonnet of purple or other colored silk, trimmed with ribbon of the same color, and ornamented with a flower in front. A bonnet of black velvet, turned up in front, and lined and trimmed with scarlet; a scarlet feather in front. A cap of colored velvet, with a flower of the same color in front. A domestic or undress cap of fine muslin. A bonnet of pink silk, trimmed with black ribbon, and a black feather; black lace around the front. A dress hat of white satin, turned up in front, and trimmed with purple velvet; purple and white feathers in front. A black velvet hat, turned up in front, and lined and trimmed with purple. A hat of brown velvet, turned up in front, and trimmed with pink; bows before and behind.—New York Hat Review.

THE NEW MILLINERY FIRM.

AT the millinery warehouse of J. W. Pennock & Company all hands are busy opening up the new goods which come to hand daily.

The entire stock is new, and this will undoubtedly prove a strong attraction to those millinery buyers who are constantly on the lookout for fresh, new styles. Newness is of such vital

Millinery Opening

Spring 1902

Thos. May & Co.

196 McGill Street, = MONTREAL.

MARCH 3, 4, 5.

We will have a handsome display of French and New York Pattern Bonnets; also all the latest creations in

Mantles, Costumes and Skirts.

Our Toronto Opening will take place on the same dates at 52 WELLINGTON STREET WEST, where our western friends will find us thoroughly prepared after February 20th.

MILLINERY—Continued.

importance when millinery is to be successfully handled, that we think we can safely predict for this firm a rushing business for the coming season.

Mr. J. W. Pennock is now home from the markets of Paris, London and New York, and he is very enthusiastic about his purchases, which he says are as right in value as they are in style.

GLEANED FROM CORRECT SOURCES.

FROM their various correspondents abroad, The D. McCall Co., Limited, learn that the coming season will again be one of low trimmings with little alterations of style from last year, toques and hats again being large, with the most popular shape worn over the face with a roll on either side. Santos Dumont (an elongated turban) will be the latest shape, and will be trimmed with a large rosette in front and lace draping around the rim. As usual, there will be a large and varied variety of trimmings, the latest being grass lawn with straw and pearls application. These are to be had in laces, galloons and crowns. This house are also informed that pearls will be a feature, with or without this foliage, and already white berries and pearl, a pretty novelty, are being largely used. A good share of attention will also be given to ostrich flats, ¾ flats in black, white and cream.

There will be a good sale for ribbons in all soft makes of mousseline, taffeta and liberty satin, The correct thing in ornaments and buckles will be gold, steel and oxidized and cabochons, as also straw pearl and opals.

For colors, Paris and rose, ciel, and pink will be leaders, with a large sale in blacks as usual. As the season advances white in every class of material for millinery use will be the big seller. For combinations, white and black, and black and silver will still continue to be much favored.

And with the many dainty and light materials to select from the customer who cannot be suited for the Spring and Summer season of 1902 will be indeed hard to please.

TENDENCIES OF THE NEW MILLINERY.

IT IS the opinion of experienced milliners that goods have never been so attractive as they are this season, and consequently, in point of style and taste, the millinery for 1902 promises to make a record for itself. It is so entirely a made

RETURNED
FEB 15 1902
CB-4/84



The D. McCall Company, Limited, Toronto.

big feature of the coming season. They are shown in all the latest goods. Sequins in black, silver and opal are also being largely used, the latter being quite one of the latest novelties.

Amongst the staple lines of materials that will doubtless command the greatest share of attention must be mentioned chiffons, mousseline de soie, tulles, show trimmings, crinolines, as also wide galloons of chiffon and straw, and tulle and straw. These come in some very lively affects, that have to be seen before they can properly be appreciated.

The coming season will be distinguished also by the lavish use of laces and lace galloons. Brussels point, filet Italiano, Irish point and Luxiel will be with others also novelties. The facts point to a big run in all classes of lace and lace motifs for millinery and dress purposes this season.

Everything seems to indicate a good season in flowers, larger in fact than there has been for some years past. Especially roses, and rose buds in plain colors, noere effects and foliages will be in demand. Berries also will form a leading season that full scope is given to the putting together of the handsome materials now being shown. In talking with the buyers for G. Goulding & Son, THE REVIEW was informed that it was still a trifle early to speak definitely regarding shapes. The most noticeable feature just now is the Colonial hat, with the rolling effect at the sides and the droop behind. The trimmed models, so far seen, often have the crowns draped with lace. Lace hats are a prominent feature. Rims of flowers and lace crowns are likewise everywhere seen. The large black picture hat maintains its place and popularity. As to colors, the shades of blue and green and other colors of the pastel order will be found in evidence this season.

The materials used for trimmed millinery this year indicate the high plane to which the manufacture of these various novelties has been brought. The various kinds of laces, for example, which are so profusely employed run into many high-class novelties. The chiffon and straw effects are worked up into many most beautiful goods. Soo to in crowns. They are



Front View 1.



Back View 1.



Back View.

STRONG INDICATIONS POINT TOWARD BIG HATWEAR BUSINESS THIS SPRING SEASON. OUR SHAPES, OUR DESIGNS AND TRIMMINGS ARE OF ARTISTIC TENDENCIES, IN KEEPING WITH THE MODES AND FASHIONS OF HIGH-CLASS PROCLIVITIES.

STEER CLEAR OF FREAKS—THEY ARE THE BUGABOOS OF THE HATWEAR BUSINESS. THE THINGS WE SHOW IN OUR SPRING COLLECTION ARE CORRECT, MODERN, ARTISTIC AND UP TO THE HOUR.

ROMAN STRIPE LINEN, A NEW QUALITY OF LUSTROUS AND "SOFT" FEELING CLOTH AND OUR FAMOUS CHIFFONS AND MALINES ARE MEETING WITH GREAT FAVOR AMONG LEADING HAT BUYERS. THEY APPEAL TO THE EYE AND TOUCH—YOU'LL WANT THEM, IF YOU SEE THEM, TO ADD FORCE TO YOUR MILLINERY CORNER. YOU WILL SOON BE ADVISED OF THE DATE OF OUR SPRING OPENING—WAIT.



Side View 2.



Back View 2.

Caverhill & Kissock

Montreal ***Toronto*** ***Ottawa*** ***Quebec***

MILLINERY—Continued.

shown this year in some beautiful French novelties in all colors. Besides the pretty lace and straw combinations, there are also hand-painted novelties, decorated with small pearls. In fact, pearls, which have not been prominently used for some years, are very much to the front this year. There are some lovely maline rosettes. Double rosettes of hair and straw are also very pretty. Sequin bands are much in evidence, being shown in colors, black and white, etc. Linen effects, likewise, are a feature of the season, and this effect is seen in crowns, bands, etc. Some of the black and white and colors shown in combination with the linen effects are very striking. There are also all kinds of fancy chiffons, gauze effects, quill and wing effects in sequin and many other high-class lines.

A strong feature in New York at present in ornaments are gun metal and oxidized. These will also be in favor here, as well as gold effects, which are very good. In feathers, the demand promises to be specially for long plumes, principally in white, for high-class trade. Ostrich pom-poms, and bush ospreys will be used. In flowers, bank roses promise to be used both for millinery and dress purposes, while foliage will also be employed to some extent. Some very pretty things in two tone velvet ribbons are shown.

LATEST NEW YORK ADVICES.

From Our Own Correspondent.

New York, January 30, 1902.

THE Spring millinery season has opened up in good shape, and quite a few buyers have attended the market, but the majority of the big wholesale houses will not have their openings until the beginning of February, and therefore the bulk of the purchases will be postponed until after that time.

However, there is quite apparent a preference for the Louis XV. styles and Pompadour models and characteristics.

From present indications, it would seem as though it would be a flower season to the same extent that the past season was distinctly a feather season. Flowers of all kinds, rather smaller than usual, fruits and foliage in masses of solid coloring, tiny berries, some blossoms and crushed roses in blended colorings are all prominent in the early selections. How far the public will respond remains to be seen, but the tendency is very strong in that direction.

Velvet leaves in high shades and rich greens have taken admirably. Roses are easily the leaders in blue and blue lavender, and the favored shapes are medium and large, with very few small hats appearing in the lines.

Fluffy effects are remarked wherever laces and sheer fabrics come into play, and they are many.

A new feature is the Shepherdess bow, which appears in a variety of modifications, and will probably be responsible for ribbon sashes of more or less pronounced character.

Pearls and brilliants appear in profusion, though they are naturally restricted to the higher-class hats. These are confined mostly to the hats for evening wear, and the demand is not expected to reach beyond the early end of the season.

Black and white effects are still leaders.

Chiffons are very popular, and are made up in many novel ways, gathered in masses of tucks with narrow silk braids stitched on the edges of tucks in contrasting colors. White chiffon crowns, with black lace, appear in many of the foremost lines.

Hats made of mohair braid and mohair and malines in all colors are also prominent.

Fancy embroideries are used to a limited extent, and spangled and straw intermingled also appear.

In the ready to wear field, the regular felt hats, in much the same shapes as last Fall, are selling well. They are a trifle larger, and usually have a quill or a wing or a feather pompon with an aigrette in the centre.

W. J. BRANDT.

A PEEP AT COMING STYLES.

THE John D. Ivey Co., Limited, are now busy in opening up their first importation of millinery goods for the coming season, which promises to be an exceedingly good one, judging from the richness of the materials to be employed.

The shapes of the hats are on the order of the Winter ones, in being large, broad, and flat in their trimming. Some have the drooping effect at the back, and many are slightly rolled on the edge of the brim, and lifted from the head by a crescent-shaped band, placed rather more in front than formerly. The smaller shapes incline to the "Continental" form, and vary in the depth of the brim as well as the width.

Several of these new shapes are on the "Marquise," "Tricorne" and "Amazon" order. This latter is an excellent hat to be worn over the face. Large hats in shirred mousseline de soie, chiffon, tulle, or lace, carry the decoration of ostrich feathers with best effect. A new way of using these long feathers is to place them perfectly flat across the top of the crown, allowing them to droop gracefully at the back. Others are arranged prettily as a side trimming.

Laces demanding the most attention at present are Irish point, Venise, point d'esprit, Arabe and Chantilly. These drape most artistically over a straw or chiffon or tulle foundation, and are then decorated with applique of contrasting colored motifs of lace or jet.

The new linen material is one of the novelties, embroidered with straw, lace or beads. The beauty of this fabric is that it comes only in the natural shade, and so can be used with any color.

For mousseline de soie, tulle or chiffon hats a great amount of work, as well as material, is required, for shirring, tucking and accordion pleating are the correct methods of using these fine fabrics. Flowers and foliage are used in great profusion. Many of the new models are entirely floral, with a drape of lace to soften the effect. Unmounted roses, violets, cowslips, lilies and other fine flowers are used for these hats, while, for decoration and trimming, other designs in flowers mounted with foliage are employed most satisfactorily.

Ornaments are an important feature on Spring hats—oblong buckles and cabochons, in pearl, rhinestone, jet and woven gold. The cabochon design is the latest novelty, and makes a very smart finish to a pretty hat. Garlands of pearls are also used as a trimming. Several strings of pearls suspended from two cabochons make a graceful fall over the hair at the back of the hat.

Jet and sequin embroidered nets are indispensable for millinery purposes, and are now manufactured in such light weight that a quantity can be used without making heavy hats.

Ribbons are very much in evidence again, particularly the wide, soft makes of liberty satin and taffeta makes in plain ribbons. Velvet ribbons are also much in vogue, and all widths are necessary. It now looks as if ribbons would be

THE KNOX MFG. CO.

Ladies' semi-ready and ready-to-wear Hats, and everything in Children's Headwear.

FANCY SHIRRINGS and TUCKINGS

Here are a few. We have hundreds of others:

RETURNED FEB 6 1902



KNOX HAT—NO. 241.

This is a very becoming hat, especially desirable and a ready seller for a miss. Has the new large crown, overbrim handsomely tucked chiffon, underbrim of chiffon plisse, pleated straw edge. Very effective in contrasted colors.



FLORODORA.

This hat is pronounced by the best critics to be positively the finest production in a Ready-to-Wear of the season. Colors—brown, navy, black, grey, sky, pink, castor and maize.



KNOX HAT—NO. 1099/2.

The most perfect conception of the season in a child's hat. Made in fine muslin or silk, deep, puffed all-over shirred crown. Don't fail to have this in stock.



KNOX HAT—NO. 1267.

Very catchy style in fine embroidery and linon—to Retail $1.50 to $2.00.

Entire range on view from present time until April 15th. Call while in the city at the openings, or write for a Sample Dozen and we will send you our Best Sellers.



KNOX HAT—NO. 213.

Very striking effect — Plisse des Soie crown, insertion of fine straw braid and chiffon. Retails from $3.50 to $4, paying a handsome profit.



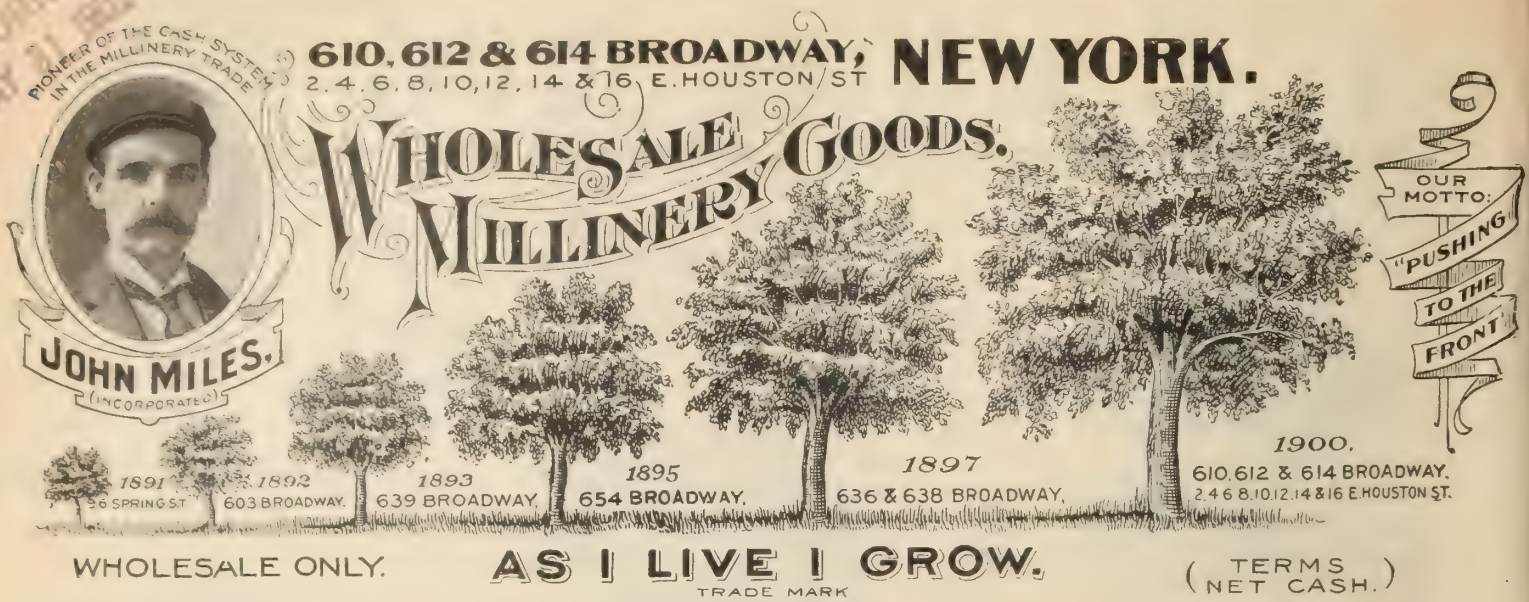
KNOX HAT—NO. 211.

This is a very smart effect in cylindrical shirred chiffon and straw crown. This makes a very stylish Walking Hat, and comes in all colors.

Canada's largest and leading Headwear House.

Showrooms and Factory:

48-50 Wellington E., Near Church, TORONTO



WHOLESALE ONLY. AS I LIVE I GROW. TRADE MARK (TERMS NET CASH.)

New York Styles in Millinery

are what take in Canada. We know it from the lively Duplicates we are daily receiving. You can well afford to pay the duty across the border when you buy your Millinery from us, as we often save you 60 per cent., frequently 30 per cent. and most always 40 per cent.

Write for a sample of our New Ready-to-Wear Hats.

Our $3 and $4 each Pattern Hats are known in every city in this country. Canada ought to have some of them.

YOURS, WITHOUT EXAGGERATION,

JOHN MILES

Terms, Net Cash (Write for Catalogue) 610, 612 & 614 Broadway, NEW YORK

THE ONLY KIND

of Millinery worth buying is the NEW kind.

OURS is ALL new.

SPRING OPENINGS MARCH 3rd.

Come in and see us and we will make you glad.

J. W. Pennock & Company

WHOLESALE MILLINERY IMPORTERS

44 Yonge Street, TORONTO.



Advance Spring Hat.
—By Lyan Faulkner, Paris.

Last month THE REVIEW said this (p. 25):

"NEW YORK THE MECCA OF FASHION."

"As Paris is to France, and London to England, so is New York to America. It is the fountain-head of the fashions of the new world."

To all wide-awake and progressive "pilgrims" from the Dominion, who will visit this Mecca, we extend an invitation to see some of its choicest Millinery treasures in our Spring showing. A wide range of novelty styles in Hats, Trimmed Models, etc.

We can interest you, if you will call on us.

HILL BROTHERS,

806-808 Broadway, NEW YORK.
At Eleventh St.

"MONEY SAVED IS MONEY EARNED."

The Toronto Flower and Feather Co., Limited

24 WEST FRONT ST. Toronto, Ont.

Manufacturers exclusively of

LADIES' READY-TO-WEAR HATS, in Silk, Chiffon and Fancy Straw.

CHILDREN'S HEADWEAR, in Silk, Chiffon and Muslin.

MILLINERY NOVELTIES, various kinds.

ARTIFICIAL FLOWERS, in Silk and Muslin, of latest French Designs. . . . .



We Show a full range for Spring by February 15.
We Make a special display at Millinery Openings, on March 3, 4 and 5.
We Manufacture all the goods we sell.
We Sell direct to the retail merchant.

Call upon us when in Toronto. Write us for samples and prices.

The Toronto Flower and Feather Co., Limited

Salesroom and Factory, 24 West Front St.,

(Long distance Telephone, Main 1364) TORONTO.

MILLINERY—Continued.

used in unlimited quantities, especially in the softer liberty effects.

In The Ivey Co.'s trimmed hats, soft braids are very popular. These soft braids make up particularly well in the various shapes that are shown. A great many of the shapes shown can be made only by using these soft braids. The Cuba or birch color is very popular, the shadings varying from a light Cuba to a castor. The principal colors shown in hats this season are castors, both light and dark, tuscans, navys, browns, cardinals and greys. A decided feature this season will be frame hats covered with chiffons. These hats are what are called semi-trimmed, and, coming in as they do in all the different shapes, are very popular.

A very popular hat is the French sailor. This hat is on a short-back sailor order, with the exception that the brim is the same width all around. It comes with a rolling brim. This hat is shown largely in body goods, and promises to be very popular.

Mechlins and chiffons are to be largely used this season. Laces also are shown in great profusion, and one hardly sees a model that has not lace used somewhere in the trimming.

A BIG SEASON EXPECTED.

SMITH, WHYTE & RUNCIMAN report that they are making extraordinary preparations for the Spring trade, and that their extensive importations are rapidly coming to hand. Mr. Smith, in addition to making the usual trip to England for placing lines, has made a second late visit in order to secure the very latest and most recent productions for the openings here.

In a letter received from him from Paris the other day, describing his recent purchases now en route, he says that in the trimmed millinery shown by the leading modistes, white predominates, varied by black, and quite a number of tasteful and novel designs in white and black. In fact, the indications point largely to a white season. The hats are still characterized by the flat style of trimming, mostly worn over the face, and large in size.

The new and favorite shades for millinery are a pretty new fawn called zibeline, miduse and sphinx, on the lines of reseda green, several shades of vieux rose called Tien Tsin, Peiho, etc., while some pretty greens are also in evidence.

The materials mostly in vogue are chip plat or matting in all colors, which make a very effective hat in combination with malines or chiffon. Chiffons still seem to lead in favor for plain material, large orders having been already taken for this article. Malines will be very much in evidence, plain and in combinations ; while in fancy materials there is an endless variety of printed mousselines, embroidered chiffons and nets, done in silk and pearls. The linen or tussore effect is also very prominent in embroidery, stripes and plain, and promises to be a feature of the early trade.

Laces of different makes, from the heavy renaissance to the fine Alencon and Chantilly, will be very strong, galloon laces being particularly good. In color, the new Paris shade is mostly shown, similar to the fecelle of some seasons ago. There are some beautiful effects in laces, with velvet, silk and pearl combinations.

The Paris pattern hats also display quantities of wide soft ribbon effects in taffetas, mousseline, satin orientals, etc.; in fact, the ribbon trimming shows signs of a vigorous revival. These are also supplemented by some very rich materials in mousseline, louisine and taffeta silks, and soft oriental satins.

In garnitures, sequin nets and crowns are still popular, with sequins in black steel and pearl in new loose effects.

In flowers, roses and foliage hold the leading place. Roses are in large and small designs. Muslin and chiffon roses are very dainty and in good taste, and make a pretty combination for light Summer hats, while the foliage this season excels in beauty anything hitherto shown in all tints from the rich cashmere effects to the delicate opal and pearl shadings.

Ostrich feathers promise to be in favor, the long flats in particular being the correct thing for leghorn and large picture hats.

Buckles, ornaments, cabochons, etc., are shown in great variety, but the leading and most effective are in gilt with pearl and opal combinations.

Smith, Whyte & Runciman are determined to make this, their first Spring season, a memorable one in the annals of the millinery trade, and have spared no trouble or expense to procure and bring before their customers and the trade the latest and most up-to-date fashions in every department of their business, which their lengthened practical experience and combined energy can suggest.

Their workroom is under the management of an able and experienced directress, while their staff of designers includes several of the best known and cleaverest artistes in the Dominion. Their productions, in addition to the importations from London, Paris and New York, will form one of the richest and most elaborate collections of trimmed millinery ever presented to the trade in Canada.

ATTRACTIVE BOOKLETS.

The Canadian customers of Messrs. Willis, Nelson & Co., of Glasgow, have received some interesting printed matter of a kind that does not readily pass unnoticed. There is a handsome circular in colors on stiff parchment paper enjoining ribbon buyers to "keep in touch with the 'Front Rank'" (the firm's brand of ribbon) with a wise reminder that this is Coronation year. This circular is at once striking and handsome. Another equally attractive booklet or folding card calls attention to the various purposes for which this colored glace ribbon with its soft metallique finish may be put. A card with two good-sized samples of the ribbon and a range of shades is of practical value to every dealer, besides being neatly gotten up.

Accompanying these was a card, wishing a prosperous New Year to Canadians, the design embodying the maple leaf and a verse of the noted song by Muir. Canadian friends of Willis, Nelson & Co. cannot fail to appreciate the compliment paid them in these greetings, on which taste, thought and knowledge of Canada have evidently been expended.

A very fine hanger is sent out by the Maritime Wrapper Co., Woodstock, N.B. The colors are much better than the ordinary, and the picture is an artistic production that all dealers will prize. Application should be made for it immediately.

The Beaver Rubber Clothing Co. have issued a handsome catalogue of the different styles of their waterproof garments. It will be sent to all merchants upon application. Among the garments made here, one that deserves particular attention is the well-known coat, "Dandy." It is made single breasted, with cuffs and box back. They have appointed the Winnipeg branch of the Canadian Rubber Co., of Montreal, as their sole selling agents in Manitoba, the Northwest Territories and British Columbia.



SMITH, WHYTE & RUNCIMAN

9 & 11 WELLINGTON STREET EAST, TORONTO

MILLINERY

SPRING OPENING
MONDAY, 3rd MARCH

when we shall present the Finest Display of Rich and Artistic Pattern Hats shown in any Canadian Millinery House. All that ability and money could do has been done, and our customers will be able to select from the very best productions of the Paris, London and New York Markets.

IT WILL PAY YOU TO BUY HERE

FEB 10 1902
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EXCELLENCE

SMITH, WHYTE & RUNCIMAN

9 & 11 WELLINGTON STREET EAST, TORONTO



Ladies' Neckwear.

Novelties to be Shown in the Canadian Market.



FROM present indications the coming season is going to be a record one as regards ladies' neckwear. In the United States extensive preparations have been made, and in Canada our manufacturers are not a whit behind their brethren across the line in getting ready for what they believe is going to be a big business.

We have seen some of the new samples to be shown very shortly to the retail trade, and they are decidedly taking. In fact, in no previous year has more taste and skill been displayed in getting up lines that will sell in Canada than have been shown this year.

It is likely that a small portion of the demand now so generally felt in New York for ladies' ruffs may be seen here. There has not hitherto been a trade in this line here, but as every fourth or fifth well-dressed woman one meets on Broadway wears a ruff, and as the prevalence of the fashion there cannot fail to have some effect here, more may be heard of it later on. We have not seen any samples offered by Canadian manufacturers yet, but if the demand springs up they can be counted upon to respond to the need.

WHAT IS SAID IN NEW YORK.

As will be noted in our special New York correspondence, ladies' neckwear is an important feature this season. As one well-informed trade writer says :

"The disposition to get to work and place orders is now becoming more evident. The lines of prominent manufacturers are, even now, not fully completed, and for the next two weeks many new ideas will be added. Most lines, however, are in shape to show and contain a full assortment of staples, not to mention a considerable number of new and fetching styles.

"This year there seems to be quite a disposition to make neckwear proper on a larger order than usual. Some samples cover the entire front of the dress, and might easily be worn under a bolero or short jacket without the addition of a vest.

"In some cases the entire front will be plain, save for a little fluting, shirring or something on this order, and the edge will be elaborately plaited and adorned with fancy braid. At the neck the whole is condensed into a small-sized bow attached to a stock collar of self-material. The stock collar part is adorned in the same manner as the broad and flowing end.

As yet comparatively few on this order have made their appearance. The tendency, however, is one that is worth noting, as it is liable to grow to quite an extent and to have a considerable effect on neckwear styles for the coming season.

"In some handsome and odd pieces filet nets are seen to quite an extent. These nets are very coarse and almost invariably edged by lace of another description. Sometimes it will form the end of a flowing scarf, an automobile tie or other fancy neckpieces.

"The style is very effective, and is the only form in which filet work is maintained to any great extent. There are, of course, some lace capes in filet mesh, but, as a rule, the idea is not as prominent as it was last season. The style was then nothing more than a fad, and to-day, except in some special cases, has started on a rapid decline.

"A manufacturer of high-class lines, just returned from Europe, said : 'I didn't go over for new goods, I simply crossed to get hold of a few new ideas. Why, don't you know that we can turn out far better stuff than we can purchase abroad ?'

"Certainly the neckwear industry in this country has reached a very high point, and domestic manufacturers can turn out stuff equal, and in some cases superior, to that produced by foreign makers. True, we still have to go to Europe for some of our ideas, but more and more each season does the production of these emanate from home sources.

"To day fully half the new things shown are originated right here. There are, however, certain effects annually produced abroad which it is necessary for our designers to see in order to keep right up to the moment. As far as the manufacturer is concerned, we can give the foreigners points both as regards the putting together of the goods and the finish. The domeetic products are far more substantially made than the foreign, many of which, as one neckwear man expressed it, fall to pieces in the first gust of wind.

"There is far better work put in our goods. The sewing and everything else is much superior, and it is due to these facts that neckwear has reached the high position it holds today in America. This position has been acquired only within the past few seasons, comparatively speaking, but now that it has been obtained it is not likely that it will be dislodged. Another great point is the marvellous rapidity with which new ideas are brought out. The trade no sooner begins to tire of one sort than something else is presented. In fact, in the majority of cases, the manufacturers do not wait until the trade is tired, but bring out these new ideas almost continuously, thus assuring a good and heavy demand all the time."

The compliments paid to the United States manufacturers by themselves, are, of course, a feature of the country. Canadians do not blow so hard, but their goods can stand any test of comparison.

A decided novelty, made in Canada, by E. & S. Currie, is a stock bow made with an ingenious fastening, and shown in bright Roman-striped corded silks. The samples are lovely. Similar lines in New York are retailing at $2.50 for the very best trade, and the line now shown to the Canadian trade can be retailed at 50 to 75c. This ingeniously-made and becoming species of neckwear can hardly fail to make a successful run in Canada.

A DEPARTMENT THAT GROWS.

Says The New York Women's and Infants' Furnisher : "The women's neckwear trade is rapidly expanding to occupy a very prominent place in the coterie of industries whose business it is to cater to the myriad needs of womankind. The brightest designers and the most experienced and shrewdest manufacturers are finding it well worth their time to turn attention to this branch of industry, and capital in surprisingly large amount is being enlisted in the new firms constantly entering the trade arena. Of new stocks and ties there is this season an exceptionally dainty profusion. The stocks themselves are made in every possible combination of silk, lace, velvet and suitable wash fabrics. Dotted crepe de

RETURNED
MAY 16 1902



"The Tailor Made Tie."

RETURNED
MAY 16 1902



SHOWING HOW IT IS ADJUSTED.

EASTER AND EARLY SPRING NOVELTIES IN LADIES' FASHIONABLE NECKWEAR, BELTS AND RUFFS ARE NOW IN THE HANDS OF OUR REPRESENTATIVES. THE LATEST EFFECTS, IN STYLES AND COLORINGS, OBTAINABLE IN NEW YORK.

E. & S. CURRIE, - - TORONTO

chine laid in narrow upward-turning folds, with half an inch of white along the top, pink silk with two rows of narrow black velvet ribbon and French knots in between, white silk with black taffeta bands dotted with white silk knots, applique designs in lace medallions, lattice lacings of black velvet ribbons, pretty scroll designs wrought out with the little silk bands joined by open stitching, more severe shirt-waist stocks of silk in two shades, embroidered linen stocks—these give some hint of the range of choice stocks alone. As a finishing touch to the stock there is often a narrow tie, fastened in front with a buckle, with fancy buttons, or some odd conceit to give distinctiveness to the creation. Many stock collars, indeed, are made with attached ties, and very pretty they are. On these the lace medallion finish is often employed effectively."

THE PARIS FASHION TOO.

The Paris correspondent of The Drapers' Record says: "The magasins de nouveautes are now exhibiting the most charming materials and accessories for feminine adornment—the neck ruffles and cravats, ceintures, leather and satin belts, covered with steel, jet, or with colored jems, which are the latest novelty. The lace collars are magnificent, and are becoming more fashionable than ever, as they are so easily arranged upon any dress. Some of these collars have the neck piece, or collar, in addition to the small yoke outlined with fur, and baby ribbon is introduced into many. But the most distingue and richest collar will remain that which is unadorned, because it is essentially of a better quality than the trimmed one."

THE ADJUSTABLE MIRROR.

A clever contrivance that will be found useful in every kind of business place where garments are to be tried on is the new adjustable mirror, manufactured by Messrs. Delfosse & Co., 1782 Notre Dame street, Montreal. It is to be used along with another mirror, and is fitted to it or to the wall near it by a telescopic arrangement, which can be lengthened or



shortened at will. By its use the back of the head and body can be easily seen, thus allowing a customer to judge of the fit of any garment. The mirror is a foot in diameter, and has either nickel or oxidized finish.

A THRIVING CANADIAN CONCERN.

THE announcement of the Menzie Manufacturing Co., Limited, contained in this issue, is deserving of more than a passing notice, as the enterprise shown by this firm has been phenomenal, and has been referred to for a number of years as to what is possible where energy and a fair business knowledge exists. This firm were the first in Canada to manufacture water-color shade cloth, and had it not been for their prompt action at the time of the change in tariff upon shade goods shade cloth factories in Canada would now have been a matter of past history. They were also the first; in fact, they are the only firm in Canada manufacturing oil opaque cloth by machinery. By the introduction of these two lines, they have succeeded in practically closing the Canadian market against their American competitors, and have instead built up a quite extensive foreign trade. They were also the first to manufacture and place upon the market the cheap wood pole trimming, which has since become so popular, and has so effectively shut out the cheap lines of brass pole sets supplied by the Americans. They are the only firm in Canada manufacturing drapery pins, and a number of other novelties too numerous to mention. There last enterprise is the manufacture of art furniture, grilles, screens, easels, etc., and they are as completely shutting out American manufacturers as they have done with other lines.

In conversation with Mr. Menzie, who has conducted the business from its inception, as how it was that he had succeeded so successfully in his efforts, he stated: "First we take into consideration the cost of our material as compared with that of foreign competitors, and compare with that the amount of duty their goods have to pay, and, if a reasonable margin is left, we conclude to take up the line. We next obtain the very latest improved machinery, and import for a time the very highest class of labor employed by our competitors, and with them school our own people up to their standard, and even better if we can do so; and last, but not least, we never knowingly allow an article to go upon the market that is not equal, if not superior to that of our foreign competitors, and always at a price lower than can be imported, so that the trade must in time give us their business, if they wish to meet competition from others in their own line. As we are not looking for profits, but for a reputation for the best qualities and values upon the market, and to do business with only the most reliable dealers throughout the country, we may say that in this we have been moderately successful."

Firms of this description richly deserve the patronage of Canadians, as they are the class that make the population and reputation for our country, and furnish customers for all classes of our merchants.

THE NEW GENERAL MANAGER.

Mr. A. B. Mole, of Adams, Mass., who has been appointed general manager of The Dominion Cotton Mills Co., with its extensive works at Halifax, Windsor (N.S.), Moncton (N.B.), Kingston, Hochelaga and Magog (Que.), has been manager of the Grey Lock Cotton Mills, at North Adams, and The W. C. Plunkett & Sons' yarn mills. He has a thorough knowledge and experience in cotton manufacturing, and he is also vice-president of the Grey Lock National Bank. Mr. Mole is an American, of Scotch extraction, and comes to Canada with the best recommendations for push and enterprise. He is still in the prime of life, being 51 years of age.

LET US GET TOGETHER

and double your business in Ladies' Neckwear.

OUR DESIGNS ARE STRICTLY UP TO DATE,
and for BEAUTY and STYLE have NO EQUAL.

FEB 1902
C.D. 4/6 9
To R.J. Slater

We do
NOT
make
the
goods
you
DON'T
want,



But we
DO
produce
the
POPULAR
PRICED
NECKWEAR
that you
can sell
every day.

Our **Travellers** cannot be everywhere at the same time, but our **Samples** of Neckwear may be had for the asking, (**free of expense**).

A Post Card to that effect is all the trouble you need be put to.

F. C. DANIEL & CO.

Wholesale Importers and Manufacturers of Fancy Dry Goods, **3 Wellington St. W., TORONTO**

A Report on . . . Department Stores.

Opinion of a United States Commission of Inquiry on Various Phases of a Big Subject.

Prepared for "The Dry Goods Review."

THEY have had an industrial commission taking evidence for some time in the United States, and a report has been issued on department stores. As Canadian merchants well know, department stores are not developed to anything like the same extent in this country that they are in the United States. Our cities are not so large. Our good-sized towns are farther apart. The wholesale houses here, as convenient distributors, are far more of a necessity and are so regarded by the trade.

For these and other reasons conditions in the two countries are quite different. Still, the opinion of the United States Commission is interesting to our merchants. It is as follows :

FROM THE DEPARTMENT VIEWPOINT.

"The opinions of the representatives of department stores and the opinions of small dealers as to the effect of department stores on the interests of consumers, and the part which they play in industrial life, differ widely. The department store representatives are unanimous in saying that it is an advantage to the consumer. Its existence, it is held, is due to the irresistible tendency on the part of the producer to meet the consumer as directly as possible, and to the tendency of merchandise to find distribution along the lines of least resistance. It is argued that by the consolidation of retail business in great stores the risk of loss and cost of selling are both reduced and economies made possible ; that fewer clerks are required for the same amount of business ; that there is saving in rent, in the cost of superintendence, and in the expense of bookkeeping. The department store, by buying in large quantities, can buy at lower prices than can the small dealer, it is justly claimed, and furthermore, by buying directly from the manufacturer, the expense of commissions, as well as that of reshipment of goods, is avoided. In addition to these advantages, the department store, by being able to pay cash, often gets a considerable discount which is not available to the small dealer. The rapidity with which stocks of goods are disposed of brings the manufacturers and the consumer into closer touch with each other, and, as a result, goods are manufactured more closely into conformity with demand and more nearly to the time of distribution. As a result of the economies made possible by the consolidation of retail business, customers, it is said, are better served and prices are lower. The reduction in retail prices in recent years is referred to in confirmation of this statement, and the further statement is made that the margin of profit to the retailer has been reduced one-half during the last twenty years."

THE RETAILER'S STANDPOINT.

"These statements are not endorsed by the small dealers, one of whom asserts that the expenses of the department stores are greater, comparatively, than are the expenses of the small dealer, and who states that he has found that it costs a retail grocer about 12 to 12½ per cent. to do business, while it costs the department store about 18 to 18½ per cent. to do business in that line. It is said also that the small dealers sell as cheaply as do the department stores, though it is admitted that, in some cases, customers received better value for their money at the large stores. One witness bases his opposition to the department store on the ground that it is an instrument for economizing, and that by economizing it restricts the people's opportunities for making a living. According to this witness, the department store economizes on space and thereby causes depression in the value of real estate ; it economizes in service, as fewer clerks are required for the same amount of sales ; it economizes in salaries by employing children instead of men and women, and it economizes in the purchase of goods by buying goods in large quantities. It is claimed that by buying at low prices it forces the manufacturer to sell at the closest margin of profit, and thereby restricts his ability to pay living wages, so that often the lower prices secured are obtained at the expense of the manufacturers' employes."

AS TO FAKE ADVERTISING.

"One of the greatest objections to department stores, in the opinion of small dealers, is the fraudulent methods which, it is claimed, are followed by some of them and the fraudulent advertising of which some of them are guilty, and the enactment of national legislation providing for the punishment of fraudulent advertising is advocated. The department-store dealers, while admitting that there are department stores which practice deception upon the public, say that the better class of department stores do not deceive as to the quality of their goods, do not handle bankrupt stocks, and, as a rule, do not cut below cost on certain goods in order to attract trade. The one-price system which has been adopted by department stores is referred to with approval."

WHO WOULD BEAR THE TAX

"Department-store dealers and small retailers agree that the middleman is being eliminated, and that commission houses and jobbers will soon be things of the past. That the department stores are crowding out the small one-line stores is asserted by the small dealers, and is not denied by the department-store representatives, though some of the latter think that there will continue to be a sphere of usefulness for the small store because of its local convenience or because of a preference for direct personal service. It is declared by one witness, however, that the interests of the small storekeeper are not the primary consideration in judging the department-store system, but that the interest of the public is the first consideration, that the public is served by economical distribution of goods, and that the ability of the department store to take trade away from the smaller stores depends entirely upon its giving better service and selling goods at lower prices. It is not just, it is claimed, to the public to establish a store for one exclusive class of goods for which the chief demand occurs during a small part of the year, and to saddle upon the consumer the expense of maintaining the



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"BRITTANY" Girdle Belts.

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Manufacturers of Belts, Hose Supporters and Jewelry.
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OTTAWA
193 SPARKS ST.

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property and the organization of the business during the entire year. Department stores, it is said, have no monopoly characteristics, but on the contrary, there is great rivalry between the different stores. The vast variety of merchandise which is carried by each one makes a combination of them practically impossible, according to the opinion of one witness, and it is stated that no tendency toward combination has been manifested. It is contended that there is no injustice to local dealers in the establishment of mail-order departments, as the people in the small towns would not buy from the department stores in the large cities if they could get the goods they wanted at home. The taxation of department stores seems to be favored by certain small dealers. One of the department-store representatives expresses the belief that such taxes would ultimately be borne by the consumers."

POSITION OF BRITISH MANTLE-MAKING.

A pleasant affair recently in London was the annual dinner and dance at which Messrs. Corby, Palmer & Stewart entertained their staff. Mr. J. E. Corby took the chair and Mr. A. Palmer the vice-chair. In proposing a toast to "The Firm," Mr. T. G. Milburn referred to the house's history of successful and uninterrupted progress. The first dinner was held in December, 1886, when the superstitious number of 13 were present. Now the Venetian Chamber of the Holborn Restaurant scarcely held them all. They all knew that the Prince of Wales had recently told the nation to "wake up," and that Lord Rosebery had taken "efficiency" as his watchword. He attributed the phenomenal success of their firm to the fact that they had always acted up to both of those injunctions. There could be no dozing at 39 St. Paul's-Churchyard, not even 40 winks, so long as their respected chairman was about the warehouse. (Laughter.) As to efficiency the members of the firm set them a splendid example, which they all made it their aim to follow. Mr. Milburn referred to the cordial relations subsisting between the firm and the staff, and mentioned that during the past year the firm had scored a record, the extent of their trade having been the largest they had yet achieved. (Cheers.) The toast having been drunk with enthusiasm, Mr. Corby returned thanks, expressing the great pleasure it gave him to meet them all on such a happy occasion. He was very proud of the success achieved by the firm, and he attributed that success to the way in which they all had worked well together, both governors and employes.

The mantle trade was one most difficult to deal with. It had to be continually watched like a child on the brink of a precipice. It was only by such constant watching that a firm in the mantle trade could be secure. In concluding his speech, Mr. Corby referred to foreign competition, and said that the industrial war was very serious for Britain. He was not, however, one of those inclined to be pessimistic about their own country. It was true that Britain, to use an expressive schoolboy phrase, might be a bit "cocky," but once she woke up to the stern realities of competition, she would shake off her conceit and indolence, and the old dogged spirit of not giving-in would again be aroused. They, in the mantle trade, had met successfully the competition of Germany. They had to thank the Germans for the lessons given to them in the past, from which lessons they had reaped much profit, but it was a great satisfaction to Englishmen to know that, while recognizing Germany's leadership in the past, the Old Country was beginning to dispute that leadership in the present. (Applause.)

Mr. A. Palmer also replied and endorsed his partner's remarks as to the good work of the staff. People might think, he remarked, that the mantle trade did not require much brainwork. His opinion was that it called for as much brainwork as any other profession. It was constantly changing, and what they learned to-day they had to unlearn to-morrow and start afresh. (Laughter and cheers.)

NOVELTIES IN DRY GOODS STORES.

STATING the matter in a broad way, any novelty which will attract customers is suitable for a dry goods store, using the term novelties as something outside of the regular lines of dry goods and their accompaniments. Any novel article, whether useful or ornamental, is suitable for this purpose, but undoubtedly such articles as are useful and cheap and handsome are most desirable and are most likely to perform their special function.

So far as the writer knows there is nothing which sells better in a dry goods store than the numerous toilet sets, which, with their various modifications, create a large line in themselves. These goods come in all forms and all prices, ranging from the low-priced celluloid varieties up to the handsome and expensive gold and silver-mounted ebony sets. They consist of from two to 25 pieces, the larger boxes containing complete manicuring sets in addition to what are generally termed toilet sets.

With these may be included very advantageously the collar and cuff boxes, which are now made in varying prices, from simple and plain to highly decorated and elaborate goods. These boxes will add to the attraction of any dry goods store, and will do their part toward increasing trade.

During late years there has come to be a vast quantity of odd metal novelties, which are useful for ornament, principally, though some of them make good paper weights or can be used for similar purposes. The first expense of these novelties is small. Perhaps it would be better to say that they can be made to cost as little as you choose. They came originally from Germany, where they were made up in bronze, which is expensive, but extremely artistic. They are reproduced in other metals less expensive now, and what formerly cost dollars can now be purchased for cents, and aside from a very few experts, it is quite likely that no one would know the difference.

There is a long list of desirable games, which are sometimes classed under the head of novelties. These are attractive because they bring in the children and young people, and that is an important consideration. If properly advertised these goods ought to become staples rather than novelties.

Much depends uuon the class of patronage. If a store is patronized almost exclusively by the more liberal spenders it is well to carry only the more expensive varieties of novelties. That is, the toilet sets should be of the better grades, and the metal novelties might well be real bronze instead of imitations. Games are not so attractive in a store of that character, and it would be quite as well to let them go. If a department store has a regular department for such goods it is well, but to carry them as a side line of novelties would be unwise.

The next grade of patronage, consisting of those receiving moderate salaries or possessed of a moderate fixed income, will want the second grade of goods. They like to appear to be quite as smart as their more fortunate neighbors, consequently they will purchase imitations of bronzes and imitations of ebony sets rather than the real articles. They look quite as well to the uninitiated, but cost very much less.

The third and lowest grade of patrons, those with small incomes, will buy freely of the cheaper varieties, but they must look as well as the others when first purchased. They will stand a grade a little more gaudy than either of the others. Some want considerable show, but it is wiser to stock heaviest with the more subdued articles. There is danger of the highly-colored articles being left on your hands.—Printers' Ink.

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FOR THE SEASON ARE IN THE HANDS OF ALL THE

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In the event of Buyers of "The Distingue" Waterproof not being able to obtain a full assortment of "The Distingue" Waterproof from any one particular House, they are respectfully requested not to accept another maker's goods as substitutes, as by visiting one or two other Houses they will be sure to procure a full assortment of

"THE DISTINGUÉ" WATERPROOF.

DRY GOODS REVIEW

The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

OFFICES:

MONTREAL (Telephone 1255) - - - - - - - 232 McGill Street.
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ST. JOHN, N.B. (J. Hunter White) - - - - - No 3 Market Wharf.
NEW YORK - - - - - - Room 442, New York Life Building.

Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.
Published the first of each month.

Cable Address; "Adscript," London; "Adscript," Canada.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, FEBRUARY, 1902.

WHEN WRITING ADVERTISERS PLEASE MENTION THAT YOU SAW THEIR ADVERTISEMENT IN THIS PAPER

THE OUTLOOK FOR 1902.

READERS of THE REVIEW will bear witness that its policy during the past 10 years has not been to overdo the prosperity cry. When business is good, we believe in saying so, but not to an extent that may help to form exaggerated notions.

With respect to the course of Canadian trade during the coming year, we have made some careful private inquiries so as to discover what men on the inside think. The replies are satisfactory. We believe that they are well founded, and that Canadian business has been and continues to be in a generally healthy condition. Some failures, none of very vital consequence, have occurred, but they were in the majority of cases foreseen, and are in no case startling indications of a downward movement. The wholesale trade report collections good, and we have no complaints from any of our retail readers that trade with them is bad.

Canada is not, of course, a trade entity by herself. She must to some extent reflect conditions that are world wide. There are countries at present where trade is not as brisk as it should be. But in neither of the two countries with which the bulk of our outside business is done—namely, Great Britain and the United States—are conditions bad; indeed, they are good.

As to prices in Canada, they stand to be well maintained this year. There is an English writer on economics, Sauerbeck, who periodically figures out the rise and fall of prices by means of an index number. Sauerbeck's index number for 1900 was 75, while for 1901 it was 70. The decline all around, therefore, was so small as to be almost imperceptible. The mean average range of prices is still 3 per cent. above those of 1899 and over 14½ per cent. above those of 1896. This basis for drawing conclusions respecting 1902 is assuring, and will convince Canadian merchants that the immediate outlook is safe and satisfactory.

We do not like to see business overdone, nor do we wish to encourage men to start up in new businesses when there are already enough concerns in existence to do all the trade that is offering. On the other hand, we do nor believe in the complaining pessimistic men who think that everything is going to the dogs and that life is a burden anyway. For the latter class, small in numbers as they are, we have no comfort, since 1902 promises to be a good, profitable year, with a sufficient margin of profit to all who are in trade for that purpose and not to give away goods.

APPEALS FOR CHARITY.

BOTH our wholesale and retail friends are troubled just now with appeals for charity. These appeals are made by people whom one does not like to refuse, but who really have no right at all to ask it.

Usually the appeal is made on behalf of some church, benevolent organization, or other interest which has the support of influential persons in the locality. The retail merchant, perhaps, does not think it wise to refuse some of his best lady customers and being thus let in himself, passes on the unreasonable request to his wholesale friends.

So the thing goes on until it degenerates into a begging expedition of a very poor order, reflecting no credit upon those who started it.

In these days it is becoming altogether too common a practice to raise money for religion or charity by indiscriminate begging. It is nearly always "worked" by means of the ladies who are soft-hearted in these matters, and the clergy, knowing this, are glad to pass the difficult job over to them.

What then, asks a retail merchant, am I to say to good customers when they come pestering me with these requests? We admit the difficulty, but would certainly suggest not passing the imposition on to another place where the charity or cause has absolutely no claim at all and where the merchant's action in allowing himself to be used as a conduit pipe will be much misunderstood and criticized.

We believe that the local press should assist the local merchants to resist this campaign of polite plunder which is bound, in the long run, to become a nuisance all around if permitted to continue.

HOW ABOUT CLEAN BILLS?

IT is over five years since THE DRY GOODS REVIEW began to give friendly advice to the issuers of the dirty bills that disgrace the retail commerce of Canada. The offenders are the Dominion Government (issuers of $1, $2 and $4 notes) and the chartered banks (issuers of the $5, $10, $20 and other notes).

In all this period of five years we do not pretend to have made much impression on the authorities. For reasons which we cannot fathom, the dirty bills are as dirty as ever. A certain number of clean ones issue regularly, but not nearly enough to supply the public demand. The consequence is, that many Canadian bills, especially the $1 and $2 notes, have been allowed to deteriorate until they simply reek with filth. No doubt some of them contain disease germs, and it would not be surprising if they were responsible for the spread of epidemics like smallpox.

Now that gold coinage is to be issued at the Canadian Mint, the banks should take care that the public do not resent the dirty condition of bank bills to the extent of preferring the coins. Our paper currency furnishes a good, sound, satisfactory system of money tokens, and we do not want to see it displaced by anything else. But the notes should be kept clean. At present the condition of many of them is deplorable.

We hear complaints continually from merchants who dislike to handle filthy notes themselves and who are ashamed to make change for customers with them. Surely the Dominion Government can afford to cease issuing its dirty $1 and $2 bills, and replace them with clean, crisp notes? It costs about 2 cents, we believe, to make each note, but as the reputation of the country is at stake the Government ought to forego a little of the profit made on the circulation and spend some of it on clean bills.

Is it any wonder that foreigners or visitors from Great Britain view our currency with suspicion and dislike when so many of the notes are not fit to be carried in the pocket?

GOOD SIGN.

There is a good indication of the state of things in Canada just now if one examines the circulation of bank notes. The volume of our trade is so much greater than it has ever been before that the banks have issued as many notes as the law allows them to. In November last the note circulation was $57,000,000, as against $47,000,000 in November of the previous year. In the same period the circulation of Government notes had gone up $3,000,000, so that our trade is increasing much faster than the capital of our banks.

WHY CUT PRICE?

A valued subscriber of this paper sends us a marked copy of a newspaper published in the same city where his business is conducted and containing the advertisement of a competitor, and asks: "Do you see the kind of competition we have to stand here?" Now, we entirely sympathize with our friend, and making due allowance for January sales, when a good deal of clearing out is done on a pretty radical basis, we still think that heavy cutting in staple goods is unwise.

We are also frequently told that retail merchants themselves are not always as reasonable as they should be in allowing for the maintenence of prices. It is said that they often ask for concessions in prices from those they buy from far beyond what is reasonable. If they want quantities of goods, it is natural that they should expect to obtain a concession in price, but not to the extent of five or ten per cent.

The other day an illustration of this kind was afforded, when a leading Canadian wholesale house was buying a line of goods from an English concern, the price being 3¾d. per doz. They were offered a concession of 1s, 8d. if they would place an order for 5,000 or 10,000 doz. It will be seen that this was not a great concession for such a quantity.

MERCHANT AND CUSTOMER.

IN the Toronto Division Court, Judge Morson has rendered a decision which seems a perfectly fair one to merchant and customer alike.

A ladies' tailoring firm took action against a customer for $38, the price of a frieze ulster and fur cape. In refusing to pay the bill she had complained that the price was exorbitant and that the coat was not completed. She wore the garment continuously, however, and for that reason neglected to take it to the tailors for repairs, which they say they have always been willing to execute. The court decided that the fact that she had worn the coat was a sufficient endorsation on her part of the contract and that when the necessary repairs were made she must pay the bill.

Merchants have a great deal to put up with from customers, more than the public know. They are "up against" every sort of person from the mildly unreasonable to the downright crank. They have to be patient, civil and obliging often under circumstances that would try the temper of a Saint,

FOR WANT OF CAPITAL.

Over 70 per cent. of the failures in Canada last year were due to "lack of capital." This is the result of a careful tabulation of statistics by Bradstreet's, and is probably accurate in every respect.

There is no reason to doubt that going into business without sufficient money to carry it on is one of the most fruitful sources of failure in every country. We would not advise young men, no matter how well qualified they are by experience, business qualities, and energy, to embark in an enterprise for themselves unless they are provided with the requisite capital.

No matter how rosy the outlook appears, the unexpected usually happens, and a young man who has based all his chances on the success of a new venture is far more discouraged than an older man who realizes that these things are often due to causes which cannot be controlled.

IS CANADA WIDE AWAKE?

WE commend strongly to our readers' attention the able article by Mr. Allan in this issue. Often through the columns of this journal in times past he has outlined practical suggestions for pushing the trade of Canada abroad. As vice-president of the Toronto Board of Trade he has once more taken up the subject as a sort of an unattached agent abroad, since he never makes a buying trip to Europe without prosecuting private inquiries as to the possibilities of pushing Canadian trade.

No merchant is uninterested in this matter. The growth of our export trade is a sure index to prosperity at home. Where has the buoyant home trade enjoyed by our retail merchants the last five years come from, if not from the good crops and heavy exports of this country? Did this prosperity drop from the clouds? Surely it is nothing more than the wonderful expansion of our trade, due to several reasons, but not due particularly to our own efforts as a nation.

We are entirely at one with Mr. Allan on the necessity of pushing our trade far more vigorously than has yet been done. During the coming Summer a fine exhibition of United States products and manufactures is to be held at the Crystal Palace near London from May to October. That is to say, the Americans have had the enterprise to seize upon the Coronation year, the very time when the colonies are supposed to play a leading part in the Imperial gathering, to exhibit the triumphs of United States skill!

Surely it is time we woke up and did something. If by strenuous efforts made by a well-arranged Department of Commerce we were able to sell $10,000,000 more in one year, would not the money find its way back into the ordinary channels of trade in this country, and merchants get the benefit? By a perusal of Mr. Allan's remarks it will be seen how thoroughly practical his suggestions are.

RESISTING IMPOSITIONS.

What strikes one especially about Great Britain is that the individual always stands up for his rights against the corporations. On this continent we are too often prone, out of indolence or a fatal good nature, to let disputes go rather than fight them out.

A case has attracted attention in Scotland that has a moral for travellers in this country. A traveller and his wife bought tickets from Glasgow to Inverary and return. On the return half of the journey he gave up the boat portions of the ticket receiving in exchange checks marked "cabin." On arriving at Greenock, which, as everyone knows, is down the Clyde below Glasgow, and wishing to take train there for the metropolis he was prevented from landing because he could not find and give up these "cabin" checks. A policeman also took his name and address. The traveller, feeling aggrieved, entered action against the owners of the steamer. The court awarded him damages and held that he was under no obligation to produce the "checks" when he had duly given up his tickets as required.

We mention this because it illustrates a large class of cases that are apt to occur, and do occur sometimes, here. The moral is to insist strictly on your rights, not in a quarrelsome way, but firmly. It is necessary, of course, to be sure you have the right end of the stick.

EARLY CLOSING.

AN early-closing movement has been successfully carried out in Halifax. Many leading firms in the dry goods, tailoring, hat, men's furnishing, boot and shoe and other lines of business have gone in for it, and beginning with February 1 will close early for five nights in the week.

The clerks who have helped on the movement intend to join the International Order of Clerks, and have passed a resolution of thanks to the merchants who have so generously responded to the demand for shorter hours of work.

We have yet to hear from the merchant who found early closing a failure and a loss. If any have done so they have not reported their experience for the benefit of others. While those who have gone in for it report that it pays in the long run, and that they make up in cheerful increased labor during open hours what is missed when the store is closed.

The Halifax houses who have lent their support to the movement are live first-class concerns not likely to take up a wrong idea.

WANT OF FACILITIES.

Our Winnipeg correspondent remarks in this issue that one of the factors in the coming Spring trade out West is that about $9,000,000 are locked up in wheat.

Our correspondent's statement with reference to the present condition is interesting. We hear from other sources that the elevators are all filled, and that late deliveries had to be piled up in bags outside the elevators subject to all the effects of the weather.

Now, does not this show that neither in transportation facilities, nor in storage accommodation are we in Canada yet ready for handling the enormous crop? The most serious of these wants is railway facilities.

Consider this case: We had a fine crop. The market prices insured profits sufficient to the grower and the shipper. The proceeds meant any amount of trade for our manufacturers and our wholesale and retail merchants. Yet, part of this certain profit is likely to be postponed for months, to the injury of business, simply because, as a business community, we have not been wideawake enough to force forward railway facilities to meet such an emergency.

The situation is not disastrous, but only vexatious. Still, it means a direct and a considerable money loss.

Your Customer

WILL ASK YOU FOR THE

Beaver Brand Macintosh

Guaranteed Waterproof and Never to Harden.

Write for Spring Catalogue, showing all the latest styles.

The
Beaver Rubber Clothing Co.
Limited
1851½ Notre Dame Street — **Montreal.**

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

SPRING 1902

Ladies' and Misses' Costume Jackets and Separate Skirts

WRITE US FOR PRICES BEFORE PLACING YOUR SPRING ORDER.

We recommend the accompanying all-wool, lined throughout costume as our leader. Shades—Grey, Oxford and Black. Price—$5.50, 6 per cent. 10 days, 5 per cent. 30 days.



No. 1250

IMPERIAL CLOAK CO.

1924 Notre Dame St. — **MONTREAL**

Spring Opening, Feb. 24 and following week

Our stock is now replete with all the novelties of the season.

CANADA VEILING CO.
50 BAY ST., TORONTO.

We invite an early inspection of our unrivalled lines. We are showing a full and complete line of Laces, Embroideries, Chiffons, Veilings, Velvet Ribbons, All-overs, Dress Trimmings, Crochet Lace, etc., etc.

We make a specialty of popular-priced, quick-selling goods—Novelties that are low-priced and that will make trade. Be sure and see our display, **MONDAY, FEB. 24** and following week.

Anything you want be sure and drop us a card, we will be glad to send samples or small assortment.

CANADA VEILING CO., 50 BAY ST., TORONTO.

DO YOU

handle our superior lines of Corsets, Bustles, Dress-Stays, Etc.? If not, we would be pleased to have you write for particulars.



BRUSH & CO., TORONTO, ONT.

ALL OUT

Our travelers are all out and we are busy night and day and hope soon to have our **Spring Import Orders ALL OUT too.**

Our representatives will see you shortly, and if you want to make your selection from the largest and most up-to-date collection of **Fancy Dry Goods** shown in this market, reserve your order until you see our samples.

"The Lace Warehouse of Canada."

KYLE, CHEESBROUGH & CO., 16 St. Helen Street . . Montreal

Crescent Brand REGISTERED

RIBBED UNDERWEAR

AUTUMN 1902

MANUFACTURED BY

S. LENNARD & SONS, = DUNDAS, ONT.

Yourself :—along with the other leading Retail Merchants of Canada admit that "Crescent Brand" Ribbed Underwear for Autumn Seasons

Always has been

and

Is yet

strictly in the front rank when you are looking for live-selling lines for Winter trade. And we guarantee that for Autumn 1902 we

Shall be

stronger than ever from a point of Value and Variety.

In LADIES' VESTS and DRAWERS, to retail at 25c., 35c. and 50c., you cannot afford to pass us if it is intrinsic value and easiest sellers over your counter you are looking for.

Having purchased the sole rights for Canada of "BOLTON UNSHRINKABLE" process, we shall be prepared to offer you some new introductions to our range in ABSOLUTELY UNSHRINKABLE AND NON-FELTING goods, which we thoroughly guarantee.

THE Richard L. Baker Co'y.
THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

Sole Selling Agents,
28 Wellington St. West,
TORONTO.

INCREASE THE WOOLLEN DUTIES

Leaving the British Preference in Force.



IN A FEW days a fresh effort will be made to bring before the Canadian Government and Parliament the case of the woollen manufacturers who find the present tariff injurious to their business. Opinion, let us at once concede, is divided upon this question as it is upon nearly every question of trade importance. Persons not engaged in woollen manufacturing are not concerned in a change of duties. Importers, on a large or a small scale, can conceive of no reason why they should endorse the demand. Another element of apathy, or actual hostility, toward the movement for increase of duties consists of those who regard it from a political standpoint.

Despite these various schools of opinion—all represented by very respectable and honest authorities—THE DRY GOODS REVIEW continues of the opinion expressed in these columns years ago, and at regular intervals since, namely, that the Canadian woollen men have a good case, entitling them to prompt remedy at the hands of Parliament.

To the politicians we would say frankly that the Government has, doubtless, no other aim than to promote, as far as legislation can do it, the business prosperity of the country. The case of the woollen men has been before the Ministers for many months. They can test it by expert inquiry. Assuming the reasonableness of the demand, there can only be political obstacles in the way. It is pertinent to ask what these are. The present Government is a tariff reform Government, but in no sense a free trade Government. It is not the avowed policy to proceed by slow, or by swift stages, toward absolute free imports. The intention is to have as low a tariff as possible without wiping out or undermining the principal industries of the country. As soon, we take it, as an industry can show that present conditions, if continued, will cause it to close its doors, there is nothing in the past promises or present intentions of Ministers to prevent them from granting the necessary relief.

Manifestly then it is wiser, even from the political standpoint, to act in 1902 than on the eve of an election in 1904. Why wait until the woollen industry is drained of all its resources before coming to its aid? Why run the risk of trade stagnation? Every impartial observer knows that lines of trade are inextricably linked together. Depression starts in one and spreads to the others. If manufacturing establishments work on half time or close down, consumption of goods declines, merchants do less trading, the business contracts all around. We are all dependent upon one another in some way. Very honest men are often selfish and consider that they and not their neighbors are the pivots of society, and the chief factors in commercial activity. Not so. Each has his share in the community and the woollen mills have theirs.

An additional claim for consideration is due to the special circumstances under which the woollen schedule of the tariff was framed in 1897. Instead of increasing the duties before putting the British preference in force, as was done with cottons, the woollen duties were rearranged on a lower scale and then subjected to the quarter, and later the one-third, reduction. This omission and its consequences were at once perceived. Its full effects were fortunately staved off by special conditions, such as an unexpectedly large home demand, a call for fabrics which can be made to perfection in Canada, and other causes. Under the normal conditions, to which Canada is now settling down, we have no doubt at all that the duties are insufficient and must in time ruin the industry.

Now, with respect to the British preference. We have always favored it and favor it still. The woollen manufacturers, we understand, have no desire to see it disturbed. It is a popular part of the Government policy, not only in Canada, but in Great Britain, which is at once our Mother Country and our best customer abroad. But no interference with this is intended. The British manufacturers and firms selling to Canada are as much interested as we are in maintaining the purchasing power of this market. Increased duties would not interfere with the sales to Canada of medium and high-class woollen goods. If our industries languish our purchasing capacity as a community must decline. The British houses would suffer in diminished sales.

During the session of Parliament it is intended to make an exhibit, at Ottawa, of woollen goods of all kinds made in Canada to demonstrate the standard and quality of our domestic makes. This will enable our M.P.'s to form an opinion of the importance of the industry.

ONE OF OUR OLDEST INDUSTRIES.

The woollen industry is one of our oldest, and also one of our natural, industries, since the raw materiai can be grown in the country, although the use of finer goods has gradually led to the use of imported wool.

In the days when Canada was a colony of France, coarse cloths were woven in the homes of the people, and this art has come down to our own times. A study of the Canadian archives and other early documentary evidences of our early history shows that this industry was encouraged by the French authorities, and about the time of the capture of the country by the British there was a good deal of wool grown in Canada,

and many people made up their own stuffs. At this stage, and for years afterwards, the industry may be said to have been a domestic manufacture.

The day of the small mills then dawned, owing to the introduction of machinery. In Nova Scotia the industry throve, and the making of homespuns and "Halifax" tweeds was successfully carried on. To-day, there are no finer homespuns made in the world than those of Oxford, Nova Scotia. As invention improved the machinery, the mills all over Canada multiplied and expanded in importance. Some of the notable woollen enterprises in Canada date back half a century or more. Mr. Andrew Paton, a Scotchman who settled in Canada in 1855, went first into woollen-making at Galt, Ont., afterwards establishing himself at Sherbrooke, Que., and the mills of The Paton Manufacturing Co. are among the most successful in the country.

The notable enterprise of The Rosamond Manufacturing Co., of which Mr. Bennet Rosamond, M.P., is the head, originated with Mr. James Rosamond about 1845, when the making of cloth was added to other manufacturing operations carried on by him at what is now Carleton Place. In 1856, he purchased a mill site at Almonte, and in that year began the present extensive mills. Almonte has developed into an industrial centre by the presence of Mr. Thoburn's mills and others, while Lanark county, with Messrs. Caldwell's mills, is one of the woollen districts of Canada. The Auburn Woollen Manufacturing Co.'s mills at Peterborough were built by Robertson & Co., of Montreal, in 1862, and at their head is now Mr. James Kendry, M.P.

It is to be noted that many of our woollen mills have owed much to individual enterprise and effort. As an example of this, take the Harris mills at Rockwood, Ont. In 1867, Mr. Thomas Harris, who had made a study of the woollen business, spoke confidently of its future, and the firm of Harris & Co. was founded, consisting of J. R. Harris, Thomas Harris, Joseph Harris and Thomas Wetherald. After some years Mr. John Richard Harris conducted the business alone until his death a couple of years ago, and the mills are now owned and managed by the members of his family. In this, as in other cases, the capacity, insight and experience of the owners have had the largest share in developing the property and making it a success.

But strong as individual effort has been as a factor in making success of Canadian woollen mills, the policy of the country has also been in its favor. What are called the Galt tariffs of the Fifties and Sixties were avowedly framed to encourage Canadian industries. At Confederation, when a tariff for the whole Dominion was imposed, this aim was kept in view—to develop the industries of Canada and make the country self sustaining by giving diversified employment for the people. The expression National Policy is really far older than 1879, when Canada first went in for protection strongly. The woollen manufacturers of Canada, therefore, have for many years been directly encouraged by the State, and the investments that have been made in the buildings and machinery have been made in response to pledges given by responsible public men that outside competition would not be allowed to crush the industry.

There are now invested in the industry about $15,000,000, while the number of persons exployed in the mills all over the Dominion is placed at between 10,000 and 12,000.

VIEW OF A WOOLLEN MAN.

A prominent Canadian woollen man, speaking to a DRY GOODS REVIEW representative, said: "Business in woollen goods is as good in Canada as it is in the United States, but unfortunately the business being done here is in imported goods, and the money that should be kept in the country for wages and supplies is being sent abroad. Woollen men are unanimous in desiring a duty of 30 per cent. Some show less interest in our endeavor to procure this change in the tariff, because they are making some special lines, which are not hit so hard by the preference to British manufacturers. But their business can only last for a limited time. These men claim that they can do business profitably under the preferential tariff as it is. That is true to a certain extent. They are making their mills pay, no doubt. But they are standing still. If they were properly protected they could enlarge their mills and work up a large business.

"The woollen industry in this country is at a critical period, and it depends on those in authority whether it is to go ahead or go back. If there is not some remedy supplied the only result can be that things will go from bad to worse, and a healthy woollen industry in Canada will be a thing of the past.

"A continuance of the present rate of duty, even if the Canadian mills could live under it, would only tend to the manufacture of the cheapest, poorest class of goods here, leaving the best goods, on which there is some money to be made, wholly in the hands of British manufacturers.

"One or two mills, manufacturing a special brand or quality of goods, could keep their trade, but the general industry cannot stand the strain very much longer."

THE QUESTION OF MACHINERY.

Mr. Jonathan Ellis, of Port Dover, Ont., says: "Give our woollen mills their own market by a net tariff of 30 per cent., so they may have a reasonable chance for orders, and they will readily find the necessary wool. Most of our woollen mills are well equipped in the matter of machinery, being as fully up to date in this respect as the average mill in the United States, so that the 'argument' for improvement in machinery goes for nothing. We want no additional woollen machinery, having already ample for our limited market, more than sufficient for healthy competition, so that even a prohibitory tariff would not tend to increase prices to the consumer to any appreciable extent. It would certainly be of advantage if our woollen industry could be 'relieved of the incubus of adverse railway discrimination,' but this is a comparatively small matter. I submit that our woollen manufacturers are the best judges as to their requirements. They ask that the tariff on woollen goods be placed at 45 per cent., which would be only 30 per cent. under the preference—a proposition entirely reasonable."

A MANUFACTURER'S OPINION.

Joseph Horsfall, manager of The Montreal Woollen Mills Company, who has returned from a visit to the great Yorkshire woollen mills district in England, says: "It is a great mistake to imagine that the bottom is falling out of the woollen industry in Great Britain. Nothing could be further from the truth. The industry is in a most flourishing condition to-day; it is holding its own against the world. In the Canadian trade, I am sorry to say that no such prosperity exists. The tariff is responsible for this state of affairs, and the outcome will mean the closing up of at least 50 per cent. of the mills engaged in the woollen industry in Canada. It is the preferential clause of the present tariff which bears so hard on the Canadian woollen manufacturer. It enables the Yorkshire manufacturer to dump his wares into Canada whenever it pleases him, and the Canadian is quite unable to successfully compete. It bears pretty heavily now, but wait until a lull comes in the woollen

The Slingsby Manufacturing Company

LIMITED.

BRANTFORD, ONTARIO.

BED BLANKETS

FLANNEL SHEETINGS

KERSEY CLOTHS



HORSE BLANKETS

COLLAR CLOTHS

CAMP Blanketings

COSTUME CLOTHS, STOCKING YARNS, CARPET YARNS, ETC.

SPECIAL—Full ranges of **Plain and Fancy Mackinaws and Linings** for the **Clothing trade** may be seen at Toronto, Montreal or at the mill.

Send for list of stocks which we are desirous of reducing. There is money in it—for you.

MAIL ORDERS RECEIVE PROMPT ATTENTION.

TORONTO—C. H. FORSTER,
30 Merchants' Building, Bay Street.

MONTREAL—W. H. REED,
42 Nordheimer Building.

PARIS, ONT., February 1st, 1902.

TO THE TRADE:

We are gratified with the result of our first year's business with the Retail Trade, and we purpose putting forth our best efforts this year to ensure a continuance of the favors we have received. The experience we have gained during the past year will be valuable to us in getting up our samples for Fall, 1902, and we will show marked improvements in all our lines. Our representatives will call on you in due time for the Fall trade. Kindly reserve your orders until you see our samples.

Yours truly,

THE WATSON MFG. CO., Limited.

REPRESENTATIVES:

ONTARIO—	QUEBEC—	MARITIME PROVINCES—	MAN., N.W.T. and B.C.—
McCLUNG & BURNS, Toronto.	A. L. GILPIN, Montreal.	J. A. MURRAY, Sussex, N.B.	J. A. BRYSON & CO., Winnipeg.

manufacturing trade of England, then you will see the Yorkshire mills dump their surplus manufactures into Canada in such a volume as to be disastrous in the extreme. There is certainly some inferior machinery in use in Canada, but a great deal of up-to-date machinery has been put in, and that is certainly not the cause of the decline of the trade in Canada."

A FRAUD ON THE REVENUE.

The Canadian Journal of Fabrics says: "The trouble with the preferential tariff is that it does not prefer. Since its adoption, tons upon tons of German and other foreign textiles have been brought over to England and reshipped to Canada, under the low tariff, after a so-called process of 'finishing,' in order that they may be classed as goods partly of British manufacture. In some cases that have come to our notice this 'finishing' in England consists simply in taking off the German, French or Austrian labels and doing the goods up again in the style usually adopted for British goods of the same class, and then giving them a British name or label. There is no branch of trade in which this style of smuggling is carried on to the extent that it is in the textile trade."

SELL THROUGH WHOLESALE AGAIN.

The annual meeting of the shareholders of the Kingston Hosiery Company (Limited), was held at Kingston, January 23. A large number of shareholders were present. The company have been selling to the retail trade during the past year, but intend withdrawing from that channel to the wholesale trade only in future, and anticipate doing a large business for the coming year. It is the opinion that some changes should be made in the tariff on woollen goods as manufacturers are at a great disadvantage, owing to the preference given on imported woollens. The following are the directors for the coming year: George Richardson, Dr. Clements, James A. Minnes, H. W. Richardson, E. J. Dwyer, John Hewton, and A. B. Cunningham, the latter replacing the late Isaac Simpson. A dividend was not paid this year, as formerly, owing to the competition of foreign goods made possible by the preferential tariff. The trade have received the following letter from the company:

Kingston, January 23, 1902.

Gentlemen,—We notice that The R. L. Baker Co. have an advertisement in THE DRY GOODS REVIEW, in which they state they are selling our goods to retail trade. We wish to state that our agreement with this company expires in February and that they will not have our Fall samples for the coming year, so we presume they must have put the advertisement in the January number expecting that we would continue another year. We intend filling all our orders now booked, but will not accept any further orders. Our agents for the coming season are: John S. Shearer & Co., 204 St. James street, Montreal, and W. P. Rodger, 33 Melinda street, Toronto. These gentlemen will be pleased to show you our samples, and we would ask a fair share of your orders, which will have our very best attention.

Yours truly,

KINGSTON HOSIERY CO., LIMITED.

J. D. Scott and G. W. Kennedy, carrying on business as dry goods merchants at Vancouver, have dissolved partnership. Mr. Kennedy will continue the business.

The newly-organized Cornwall and York Cotton Mills Co., at St. John, N.B., has been incorporated with the following officers: President, George W. Jones; vice-president, James F. Robertson; secretary-treasurer, Stephen Gerow. The Ontario selling agent is J. Sproul Smith, Toronto, who sold for the mills when under Mr. Park's management.

CLOTHING AND WOOLLEN TRADE

THE CLOTHING TRADE.

WHOLESALE clothiers have no reason to complain of the way their goods have been received. Travellers have now been out and returned from their first visits to the trade, and the orders they have sent in speak well for the coming Spring business.

One feature of the trade which all branches of it rejoice in, is the extent to which the high-class goods have been bought. This year, orders show a decided preference for the best lines. Of course, there are some dealers in certain localities where the principal portion of the demand is for the cheap goods. With such there is nothing to be gained by taking high-class clothing. They couldn't sell it above a certain price to their customers, and wisely do not stock with it.

But these dealers are the exception. In all but a very few places, the trade in clothing is one which, with proper attention, can be brought to very large proportions. Needless to say this can only be done with a good stock, and the increase in the demand for the best goods, which is the experience that nearly every traveller has met with, is well calculated to help build up for a number of retailers a profitable business in clothing.

Although the popular rain coat, in olives and greys, will be worn greatly this Spring, and must, to a certain extent, have an effect on the sales of other Spring overcoats, still encouraging orders have been placed on several other top coats, in vicunas, oxfords, etc.

The Chesterfield style is pronounced by an authority to be the leader in Spring overcoats. It will not, however, displace other popular styles.

The long coats of Winter are put off with relief in the Spring and short covert coats take their place. It is the general opinion, expressed every season, that the last of these coats has been seen, but they always turn up again in the next Spring and are as popular as ever.

Grey will again be a leading color in them, and, however old the style may be, there is no doubt but that fawns will be worn in many places. About 32 inches will be a good length.

Tweed suitings are in good favor for Spring. There are so many cloths taken that it is hardly possible to decide what will lead. To a certain extent brown will likely be one of the Spring colors, but it will probably be mixed with grey and green to such a degree that there will be much more of the latter shades noticeable than brown.

The pronounced stripe patterns in trouserings are much liked, and large orders are being placed for the goods.

Summer clothing, it appears, is to run a great deal on serges. But that there is to be a large demand for the lightest garments is foreseen by nearly all retailers. They are ordering large amounts of the striped flannels which went so well last season.

These are indeed as rational clothing for warm weather as have been produced for a long time. Blacks and blues have

HARRIS & COMPANY

Limited.

Rockwood - Ontario

Ladies' Suitings
Frieze Overcoatings
Wheeling Yarns

DIGNUM & MONYPENNY

Sole Selling Agents **Toronto**

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square,
VICTORIA, B.C.

The Galt Knitting Company, Limited

GALT **Ontario**



ESTABLISHED IN 1881.

Underwear

Nonshrinkable Elastic Ribbed
Plain Scotch Knit
Fancy Scotch Knit
Fleece-Lined
Top Shirts



TIGER BRAND

Eiderdowns

Plain and Fancy
in three-quarter and
six-quarter widths.

Samples for Fall 1902 are now in the hands of our several representatives.

ONTARIO: Messrs. McClung & Burns, Toronto.
QUEBEC: Mr. P. de Gruchy, Montreal.
MARITIME PROV.: Mr. J. A. Murray, St. John and Sussex.
MANITOBA, N.W.T. and B.C.: Messrs. J. A. Bryson & Co., Winnipeg.

so far lead the fashion in these garments, but, it is believed that more greys, with the same white vertical stripe, will be taken for next season. A dark green is also showing.

The military styles will likely be most worn. There are a number of handsome effects in double-breasted sack coats showing.

IS THE DINNER COAT DECLINING?

"The dinner coat is, it strikes me," writes a New York correspondent who is in the way of knowing what the ultra-fashionable men think, "being less commonly worn this Winter than last. At the Horse Show, which is always an event that provides an excellent opportunity of forming some opinion as to what the Winter's fashions will be, the short jacket was conspicuously absent, and at the theatres and various restaurants around town one sees the long-tailed coat where in past years the dinner coat was the garment most usually worn. Let us hope that this much-needed reform in dress has come to stay. I do not for a moment overlook the fact that the dinner coat is an exceedingly comfortable and serviceable form of attire, but for a time it seemed that all proper distinction between it and the evening suit was being disregarded, and, if we are to have any distinction at all in dress, certainly there should be one between these two costumes. The rules as to time when and place where the dinner jacket may be worn are simple, and it is surely not too much to expect that they will be observed by men who have had the advantage of good breeding and the entrance to good society. As concerns the cut of the dinner jacket, there is little change to be noted. A slight tendency towards a straighter front from the end of the roll of the collar to the bottom of the coat may be mentioned, but, otherwise, there is practically no difference between the jacket of this Winter and that of a year or even two years ago. Many of the ready-made coats have no outside pockets, but I should certainly not advise having a dinner jacket made without them."

THE ENGLISH CLOTHING TRADE.

Although business is opening out somewhat slowly in the Leeds clothing trade, the season's prospects are improving, and extensive preparations are being made in the factories for a large output for Coronation year, says the Bradford correspondent of The Drapers' Record. There is a good demand for good-class worsted coatings in mixture shades, and also in striped effects for Summer suitings. Makers of these goods are well employed. In the heavy woollen trade there is a fair amount of business in most of the mills passing, makers of serges and tweed suitings being the best off for business. In Morley there is still a good demand for the better class of light woollen costume cloths, and the leading makers are still busy with these goods. In the Huddersfield district business is still, on the whole, quite satisfactory, the makers of fancy woollens in the Coine Valley district being now especially busy. There is also rather more doing both for the Continent and the United States in the very best qualities of woollens in plain and fancy styles.

THE SPRING STYLES.

In discussing matters with the manager of the woollen department at John Macdonald & Co.'s, THE REVIEW was assured that tweeds will undoubtedly be much in evidence when the warm weather comes. Fancy worsteds are still free sellers, especially for out-of-town trade. Serges, especially good grades, increase in popularty every season.

For Spring overcoatings, llamas, both black and grey, coverts, browns and greys, both sell well. A waterproofed covert, which does the work of a rubber coat, and, at the same time, makes an admirable Spring coat is very popular. In woman's wear meaterials homespuns continue to the fore, and llama homespuns in different shades of greys have been free sellers.

The Canadian mils, which are now showing samples of their new goods, have some very stylish things in blacks and whites, small checks, both in smooth and cheviot finish. There are also some nice looking stuff known as "Coronation" suitings.

The Gault Brothers Co., Limited, English woollen department, are showing some wonderful values in serges and worsted coatings, cheviots and vicunas this season. Some of their leaders in serges are: "Victory," "Viking," "Destructor," "637" and "Oceanic." A larger and better assorted range of Belwarps than ever before. In worsted coatings do not fail to ask for "2221," "Fitzsimmons" "Landslide," "2020," and "650." A large range of showerproof cloths, including the famous "Swanbaks," their exclusive brand, is a feature in the Spring collection. The stock of tailors' trimmings is now complete. Some special ranges of Canadian tweeds at very attractive prices are shown.

A CLOTHING MAN'S ESTATE.

Mr. John Watson, of Lailey, Watson & Co., wholesale clothing manufacturers, died intestate October 24 last. He was a widower and left only one child, Wm. Ogilvie Watson, a student. The estate is worth $63 550. Of this $44,000 is Mr. Watson's interest in the business, $750 in household goods, $300 in mortgages and $18,500 in realty.

Grafton & Co., of Dundas, are making extensive improvements to their store windows, which, when completed, will aid greatly in arranging for display effect.

G. T. Kidd, who for a number of years has carried on a clothing and men's furnishing business in Walkerton, has decided to remove to Wiarton about March 1 and open a similar establishment.

Fred. G. Campbell has left for the Canadian Sault St. Marie and will probably open up his tailoring and men's furnishing establishment there. He will not reopen his business in Perth.

A BIG CLOTHING CONTRACT.

The Sanford Clothing Co. have finished the big contract given them by the Dominion Government, and the last suit of soldier clothes for the South-African contingent has been made. The firm made 2,000 suits of cloths. At the time the Government ordered the clothing the cloth had not been made, but a big mill at Lanark turned out the cloth as fast as possible, and shipments of cloth came in day after day, and day after day it went from Hamilton to Ottawa in the form of made-up military clothing. The order was executed in the shortest possible time. There are not many concerns that could turn out 2,000 suits in four weeks.

J. J. Weddell, Fredericton, announces that he has associated with him in the dry goods business his son, Charles H. Weddall. In future the firm will be John J. Weddall & Son.

THE

Penman Manufacturing Co'y

LIMITED

PARIS, ONT.

SEE NEXT MONTH'S ISSUE

REGARDING OUR

Non-Shrinkable Pure Wool Underwear

In addition to our regular range we will show several new lines of **High-Grade** goods to retail at $1.50 to $2 50 per garment.

Wholesale Trade Only Supplied.

Selling Agents, **D. Morrice, Sons & Co.,** MONTREAL, Que. TORONTO, Ont.



THE RETAIL TRADE.

UP TO the present time the fur business has monopolized the retail trade, and although in some parts of the country the weather was pretty mild up to January, therefore affecting the fur business, the temperature has been more suited to furs since, and sales of hats have scarcely begun. In fact, the present is a lull in the hat season, because the New York novelties have not yet been shown in this market. Wholesale importers are busily pushing forward their shipments to the dealer, and it is too cold yet for many hat sales. Trade is in good condition, like all other branches of trade in Canada at present. Nothing startling in new shapes is expected from New York, although buyers are not sure until the end of the present month.

American manufacturers have been trying to bring forward the Panama shapes in stiff hats, and have so far met with a certain amount of success in the United States markets. But whether these shapes are suitable for the Canadian trade is a fact yet to be demonstrated.

The staple shapes and tourist wide-leaf hats are in good demand, and will no doubt be as popular as ever. In stiff hats, black will be still the best color by a good deal. There are now very few light colors moving, but it is the general opinion that during the coming season colors will once more assume their usual popularity, as the period of mourning over the death of the Queen has terminated. For this has had a big effect on the sales of colored stiff hats.

According to the reports from the New York market, fur caps show an upward tendency, due to the advance of 20 per cent. in raw material and to a proportionate increase in the cost of labor. On this account, it is expected that low-grade soft and stiff hats in fur will be practically shut out in another season.

Manufacturers of caps and linen hats report a brisk demand at present, and many of them have booked orders up to six and eight weeks ahead.

In straw hats, the usual quantity of Panama shapes and "triplers," the popular wide, open-brim hat are reported. A few novelties in rough straws are shown, but the demand looked for in the split braids and fine Milans has not materialized to any extent, except for the city trade, and even in this the demand is for very small quantities.

Rise in Raw Materials. Trade has been somewhat restricted during the past month. Quotations were withdrawn at the beginning of the month, pending the result of the December sale of colonial skins, which, by the way, established a rise of from 1d. to 2d. per pound on the various grades, and the total quantity offered, viz., 2,230 bales, was all cleared to a very strong and unusual competition. Since this sale both cutters and hatters have been very cautious in their deals, and no business of very great importance has been reported. With the exception of the last two months, the year 1901 has been a fairly steady one. The market has been a gradually rising one since July, 1900, notwithstanding the increase of imported skins. During the year just closed 9,130 bales have been sold at the auctions, as against 8,731 bales for 1900, 5,407 bales for 1899 and 5 498 for 1898 There are seven sales fixed for the new year, viz., January 24, March 7, April 25, June 27, August 15, October 3 and November 21.—English Hatters' Gazette.

Notes of Canadian Trade. R. L. Brereton, of Brereton & Manning, wholesale furriers, 52 West Front street, Toronto, with his eldest son, Fred. A. Brereton, has sailed from New York for Europe and the Continent, where he leaves his son for a period of two years in Leipzig.

Strachan Bros., hat manufacturers, Bay street, Toronto, will move shortly into more commodious premises in the J. D. King building, 130 Wellington street west. The step has been necessitated by their largely increasing business.

Z. Franks, a pioneer merchant of Vancouver, has arranged for the establishment there of a hat and cap factory. The machinery is now on the way, and when established the factory will at the start employ about 20 hands.

James Coristine & Co.'s representative has recently returned from the New York market, and they have a large and varied range of hats now coming forward, of which they are commencing to show samples and receive orders. The line of straw hats shown includes the popular Panama shapes, the triple edge sailor, both for men's and women's wear, and many others, which make up an exceptionally fine assortment of straw hats. The new building being erected by this firm is nearing completion, and in another month we will be able to state when they will take possession.

Seen In New York Windows. An automobile cap with red ooze leather crown is a novelty shown in the window of a Fifth avenue automobile supply store. While effect is striking, it is scarcely possible that there can be much demand for this color at present. The general tendency is toward dark colors, black and dark blue, although a few caps of yellow leather are on sale.

A cloth hat, silk lined, for evening wear, is shown in the windows of several Broadway stores. There is good reason to believe that with gentlemen to whom comfort is of more consequence than the set rules of fashion, this crush hat is becoming popular. Another season will find more in use than at present, no doubt.

Golf and golf-yachts in other than plaid goods are numerous, in both light and dark colors. On Broadway a golf of dark frieze with white spots is to be seen. Some grey golfs with distinctly dark spots are also in evidence. A light grey golf yacht is very attractive.

In the best retail stores on Broadway and on Fifth avenue the displays of caps are noticeable for their subdued colors. There are some exceptions—plaid golfs in vivid colors—but not enough to change the general effect. The variety of plaids seems as great as ever, but the tendency for dark headwear which has been so noticeable throughout the Fall has restricted the use of gaudy colors, even on the golf links.—New York Hat Review.

Whitewear

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Wrappers

Gale Mfg. Co.

Mincing Lane — Toronto

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

Consisting of 126 Steamers Aggregating 450,000 Tons.

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Winter Sailings between St. John, N.B., and Liverpool direct.

From Liverpool.	STEAMERS.	From St. John, N.B.
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" " 25	*LAKE SUPERIOR	" Apr. 11
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Steamers sail from St. John shortly after the arrival of the Canadian Pacific train from the West.

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FIRST CABIN—Single, $42.50 and upwards. Round Trip, $80.00 and upwards.
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According to steamer, location and number of persons in room.
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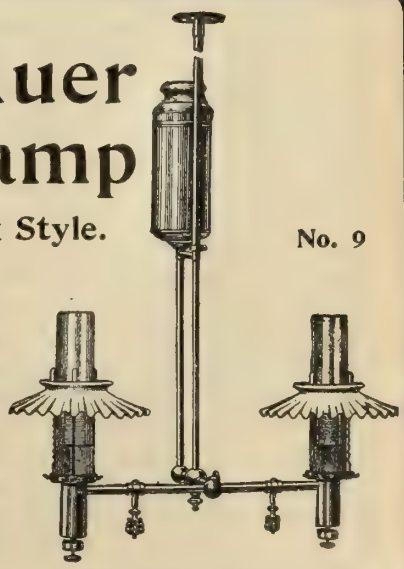
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Money-Back Style. **No. 9**



EVERY storekeeper who wants a brightly lighted store should use this lamp—it is the only one giving 200 candle power.

IT makes its own gas automatically and is cheaper to run than a center-draft oil lamp.

THERE is no smoke or smell, of any kind, from it.

HUNDREDS of them are in use and every one is giving satisfaction.

IF THE LAMP IS NOT ALL YOU HOPE IT TO BE WE WILL CHEERFULLY RETURN YOUR MONEY.

WRITE FOR OUR CATALOG AND DISCOUNTS.

AUER LIGHT CO., 1682 Notre Dame St., MONTREAL.

CARPETS, CURTAINS AND WALL PAPERS

THE CANADIAN TRADE.

THE carpet trade is in good condition according to all reports, and retailers are looking forward to a continuance of the same, judging by their orders. The wholesale houses expect to see a good many western customers during this month and the next. Purchases made by retailers last Fall are being shipped to them daily, and stocks in wholesale hands are in good shape for house trade. This is true of lace curtains, among other lines, and very complete ranges are now shown. English advices up to February 1 show that the carpet manufacturers there are busy, so that talk of depression in the carpet trade over there has apparently been overdone. The Canadian oilcloth mills are filled up with orders, and their goods are giving every satisfaction.

TENDENCY IN CARPET TASTES.

In a review of the British carpet trade during 1901, The Kidderminster Shuttle mentions that, while a falling off in the total of from 5 per cent. to 10 per cent. is recorded, there has been a distinct revival in Wiltons and the best grade of Brussels. The same is true of Axminsters. Continental business was maintained, except with Germany, and the trade with Australia, Canada and South America has expanded. There is practically nothing being done just now with the United States, but the trade with Southern Europe, the Netherlands, Scandinavia and the available markets of Egypt and China has been fairly maintained.

From the early part of the year values of wools have fallen, and yet fluctuations have been experienced, now and then prices recovering as much as ¼d. per pound and then going back again. At the end of November values reached their lowest point and continued at the bottom till within the last fortnight, when the market once more recovered itself, and to day there is not the slightest doubt that a distinct advance has been established. A striking feature with regard to carpet wools is the fact that the hard-haired Scotch fleeces and Haslock skin wools, which are so much looked after for carpet yarns, have been dearer to buy throughout the year than the better class of English wools. This state of things has arisen from the fact that the Americans still regard them as their favorite wools for carpet yarns, and also that they have been adopted for the making of the best qualities of serges for ladies' dresses. The spinning trade has been sluggish, but to day more than one spinner has some large orders on his books, sufficient to meet the needs of the consumers for the entire year, but instructions are at present withheld.

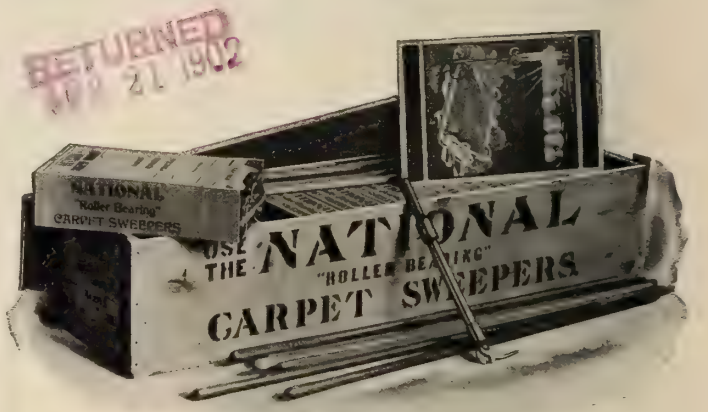
The taste for self-colors alike in Axminsters, Wiltons and best Brussels continues to be a marked feature. In other respects there have been but few changes or developments. If the designs of a decade ago were placed side by side with those which now strike the popular taste beyond doubt a very marked advance would be noticeable, but the change from season to season is so slight as to be almost imperceptible. Mixed patterns, having only a flavor of distinct schools of design, with a wealth of pleasant colors, are those which continue to catch the taste of the bulk of purchasers.

CANCELED.

In our last issue we made mention that Messrs. Geo. H. Hees, Son & Co. and the Menzie Manufacturing Co. had arranged to sell their window shades etc., through the "Empire Shade Cloth Co., Limited"—a creation of their own—but somehow the arrangement did not work out satisfactorily and both firms mutually agreed to cancel the arrangement and in future both firms will do their business as formerly.

PACKING CARPET SWEEPERS.

The majority of manufacturers in packing their goods for shipment seem to be of the opinion that so long as they are packed in a strong box and in such shape that they will reach the dealer in fairly good condition they have done their duty. The National Sweeper Co. looks at this matter in an entirely different way. They are certainly working along advanced lines and are right at the head of the procession, not only with the goods they are making but with their method of packing for delivery to the dealers. In the accompanying cut we show the way the National "Roller Bearing" carpet sweepers



are packed. Apparently, this shipment has just been received by the dealer. This cut shows the sweepers packed in separate cardboard boxes, and how neatly they are packed in the large packing case, as no excelsior or other rubbish is packed in with them to cause a litter when being unpacked, and the handles and printed matter can be laid on top of the boxes without becoming scratched or mussed.

CARPETS IN THE UNITED STATES.

It appears that Wiltons and Brussels, especially the latter, have been more in demand in the United States. A good business has also been done, says The New York Carpet Trade Review, in Axminsters and Moquettes and prices of these lines have been steady. In tapestries and velvets, prices declined during the year from 7½ to 10 per cent. Ingrains have been steadily improving since a year ago. In December, 1900, extra-supers declined 2½ cents a yard, and this drop, of course, affected the prices of all grades of ingrains and kindred goods. During the Spring the demand for goods increased considerably, and, although prices were not advanced, the market became firmer and has continued so. While no advance was made last November the old figures were well maintained on all standard grades, and there has

BEFORE YOU DECIDE

on your line of sweepers for this season, look into the merits of the goods we offer. It will pay you.



"That's It."

National "Roller-Bearing" Carpet Sweepers



Contain many new and valuable features not to be found in any other line. They are unequalled for quality, simplicity of construction and elegance of finish. Our **dust-proof "Roller-Bearings"** make them fully 50% easier running than any other sweeper manufactured. **Would like to "show you." You'll be interested.**

NATIONAL SWEEPER COMPANY, Marion, Ind.

Canadian Sales Agents:
The P. R. Cumming Mfg. Co., Limited, Toronto, Canada.

THE DOMINION CARPET CO.

LIMITED

MANUFACTURERS OF....

Brussels Carpets in every grade.

Our travellers are now on the road with a full line for Spring and will call on you shortly.

Manufactory: - SHERBROOKE, QUE.

CARPETS AND CURTAINS—Continued.

been no price cutting to any material extent excepting on the poorer grades.

In December, 1900, the linoleum and floor oilcloth manufacturers advanced the price of linoleum 2½ cents a yard and floor oilcloth 1 cent a yard, these advances being really inadequate to atone for the greatly-increased cost of linseed oil. In May last there was some cutting of prices, for no reason except competition, the cost of the raw materials of the trade being no lower than in the Fall of the preceding year. Last November prices of all grades of linoleum and floor oilcloth were advanced again by a reduction in the discounts from the price lists, but the cost of manufacture would warrant a still larger rise.



No. 893.—The Watson, Foster Co., Limited.

The most successful number of its character in the 1902 line. The stripe shaded off the ground gives a depth to the design. Especially on rich colored grounds it is handsome in the extreme.

Manufacturers of Smyrna rugs and art squares have found a ready market for their product, and prices have been fairly maintained. The demand for the carpet sizes in Symrnas has been lessened to some extent by the competition of the rugs made of ¾ goods, but in all but carpet sizes the demand has increased so as to make the total consumption of the year considerably larger than it was in 1900.

A new feature of great and increasing importance is the product of carpet size rugs just referred to. These goods have found prompt appreciation, and must henceforth be regarded as indispensable to the stock of every dealer in floor coverings.

For some years past straw matting has been a highly important feature in the floor-covering trade, but, while the business of 1901 in these goods reached exceedingly large proportions, it shows a decrease of from 100,000 to 150,000 rolls as compared with that of the preceding year. Importers say that the chief reason for this decline is the prosperity of the country, straw matting being always in most demand in hard times when people feel unable to pay the higher prices required for woollen carpets.

NOTES OF CURRENT TRADE.

There is a marked increase in the sale of floor squares. John Macdonald & Co. carry a large range of these tapestry goods in sizes 3x3½, 3x4, 3½x4, 4x4, in three qualities. The same house show a new line of velvet squares in three sizes, very handsome goods, and report also a shipment of Axminster squares in four sizes. The latter are woven all in one piece. This house report another shipment of their noted 11 4 white quilt for $1 retailing. Four lines of low-priced jute floor rugs, and a large range of Smyrna rugs and mats are shown, and the rug trade is very active at present.

The Spring importations of carpets received by The Gault Brothers Co., Limited, comprises an immense range of hemp carpets in all grades. Hemp carpet squares are shown in all sizes, from 3x2 to 4x5. A large shipment of tapestry and Brussels square carpets is worth looking up. They are all in useful sizes, and are moving rapidly.



No. 1182.—The Watson, Foster Co., Limited.

A fleur-de-lis pattern of striking effect, on rich grounds of French maroon, green or blue, with gilt figure. It is a correct and effective decoration for halls, churches, lodge rooms, etc. Dealers should note this design and sample it at once.

Incorporation has been granted the Galt Carpet Co. with $40,000 capital and the right to make and sell carpets, art squares, rugs, rug and upholstery fringes, upholstery goods, carriage robes and dusters and horse nets. The provisional directors are H. H. Burrows, Fred. A. Cull and P. F. Fitch.

The carpet for the King's yacht, and also one for the private apartments of the Queen, are both of Donegal make. The King's is a fine effect in Wedgwood blue, with an Adams design in white. This was originally a ceiling pattern, but the effect is very elaborate when thrown on a self-colored carpet. The Queen's carpet is pale green, with figures in a

MENZIE MFG. CO., LIMITED

TORONTO, CANADA.

Manufacturers of . . . .

WINDOW SHADES,

Curtain Poles, Pole Trimmings, Drapery Pins, Stair Plates, etc.

SHADE LACES and FRINGES, Tassels, Shade Pulls, BRASS GOODS, Brass Tubing, etc.

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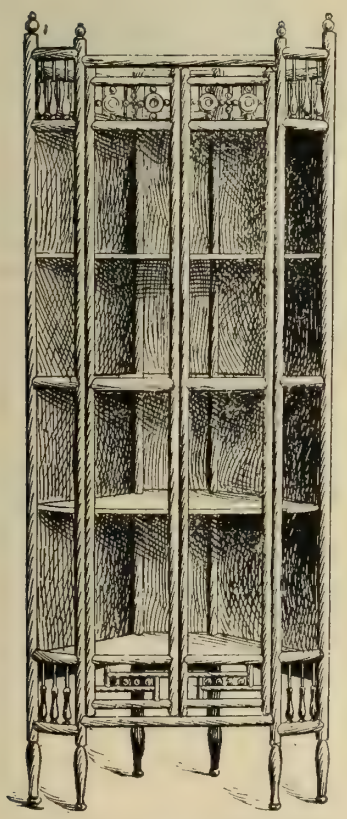
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Four Last
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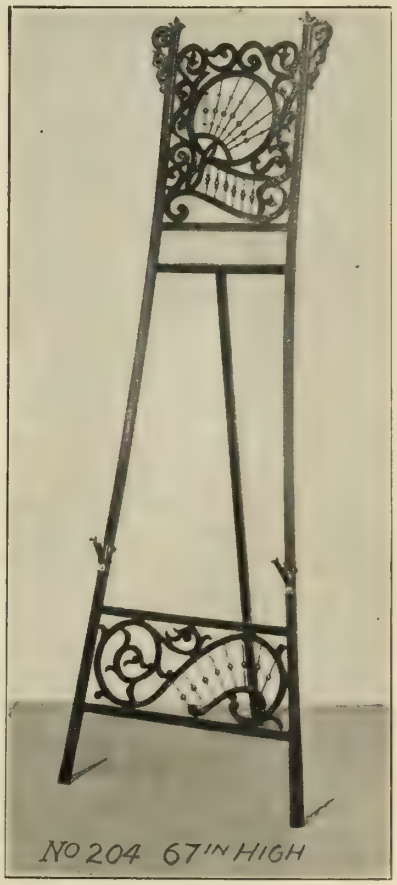
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SEND FOR CATALOGUES, COLOR BOOKS, Etc.

NOTE—We **guarantee all goods of our manufacture** to be equal to, if not superior to, anything on the market, whether of Foreign or Domestic make. Correspondence solicited.

MENZIE MFG. CO., LIMITED

CARPETS AND CURTAINS—Continued.

darker shade. It has a border in which bright prawn-pink roses are introduced.

Fire did considerable damage to the upholstering factory of Morlock Bros. in Guelph, Ont., the loss being partly covered by insurance. Morlock Bros. have occupied the building just burned for about ten years. Their business had increased to such an extent that they had decided to erect an addition to their factory in the Spring, costing $25,000.

The Spring of 1902 shows, so far, an extra demand for all classes of goods for housefurnishings, such as carpets, curtains, draperies, floor oils, linoleums, etc. To such an extent is this evident that many merchants who previously have not made very special endeavors in this respect are now creating new departments in order to accommodate their customers, and prevent them from going elsewhere. The W. R. Brock Company, Limited, Toronto, carry an enormous range of such class of goods in their department "E," and by exceptional contracts with manufacturers, are able to offer attractions in point of value and design that are appealing to the trade. Extraordinary inducements in hemp, wool, tapestry, Brussels, velvet and Axminster carpets; lace, chenille, and tapestry curtains, cretonnes and art muslins, etc., are well worth making inquiry about.

The W. R. Brock Co., Limited, Montreal, have added a carpet and housefurnishing department to their building.

It would be well for dealers in lace curtains to remember when sorting up their stock that nearly 100,000 pairs of these quick-selling goods are carried in stock by Messrs. Geo. H. Hees, Son & Co., who are prepared to make immediate deliveries of them.

This is the season of the year when dealers in window shades should have their orders in for these desirable goods. Messrs. Geo. H. Hees, Son & Co. manufacture everything in this line, besides curtain poles and their trimmings, brass goods and many other things that afford retailers large profits.

NEW MERCERIZED GOODS.

It is always a pleasure to this journal to call attention to the splendid advance made by Canadian manufacturers in producing valuable artistic goods. And on this line we can safely say the new mercerized goods just off the looms of Messrs Geo. H. Hees, Son & Co. at Valleyfield will be viewed with pride by every loyal Canadian who wishes to see produced in this country the fine fabrics that were heretofore imported. These new mercerized goods have the effect of silk finish and are durable as well. Also the beautiful new cretonnes from their looms surpass anything heretofore produced in the Dominion and are equal to any imported. Dealers should stock some of these new fabrics, and with pride call attention to what the country is now producing. Messrs. Geo. H. Hees, Son & Co. have a very large range of upholstery goods, lace curtains, window shades and their accessories, all of which they advertise that they sell at a price which affords the retailer a large profit.

A NEW WALL PAPER FACTORY.

Some representatives of a small wall paper factory in the United States have been looking over the ground for a site to establish a factory at Niagara Falls, Ont., and are endeavoring to interest Canadian capital.

In the past five or six years several attempts have been made to organize a company to build a fourth wall paper factory in Canada but all such attempts have failed as it was never clearly shown that there is any room in Canada for a fourth factory.

The three wall paper factories already established in Canada have facilities for turning out 25,000,000 rolls of paper per annum, and as the consumption of wall paper in Canada, including Canadian and imported goods, is under 12,000,000 rolls per annum, it is easy to see that the present factories are only running at about half their capacity. Under these circumstances we hardly think there is room for a fourth wall paper industry.

A WELL-KNOWN WESTERN MAN.

Some time ago the appointment of Mr. Joseph B. Hall as assistant-general manager of the carpet and housefurnishing department of the Hudson's Bay Co.'s Winnipeg stores met with warm approval in the trade. Mr. Hall is the only one left of 12 men who went out from England to Winnipeg in 1881, in the service of the Hudson's Bay Company. He is now looked upon as a patriarch, and regarded with esteem and respect not only by his superiors but by his fellow employes. Having been graduated with honors from Whiteley's in London it may be said, to quote the words of that famous firm, that he knows everything "from needle to anchor." Mr. Hall has a charming home on the banks of the Red River, about three miles from the city, and just across the river from Elm Park (the largest of the city pleasure resorts), and here during the Summer months the most delightful hospitality is dispensed, indeed, an invitation to wheel, drive, ride, row or paddle to the Hall bungalow is always hailed with delight. All who have come in contact with him in a business or social way recognize his sterling qualities, and unite in wishing him success in his responsible position.



Mr. Joseph B. Hall.

THE CANADIAN AGENTS REPORT.

This is not the first time the attention of readers has been called to the excellent lines of carpet sweepers made by The National Carpet Sweeper Co., of Marion, Ind. These lines of sweepers are every day growing in favor with the general public, wherever they have been introduced. This is a broad statement, but none the less true, for the goods made by this firm are being placed on the markets of Canada, the United States and Europe by the enterprising and energetic representatives of this firm. Their Canadian agency is in charge of the P. R. Cummings Mfg. Co., Limited, 90 Richmond street east, Toronto. They are the sole agents for the Dominion of Canada.

In connection with their 17 different lines of sweepers which they are turning out, is the famous "Roller Bearings," a new innovation protected by a new dust cap combination. This makes it very easy to run—50 per cent. easier than any other now in use.

Their Canadian agents have secured orders from a number of leading wholesale firms from different trade centres of the Dominion, and are commencing the season in a very aggressive spirit, that augurs well for their future success.

GEO. H. HEES, W. R. HEES, STEPHEN HAAS.

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

CANADA BEING A WOODED COUNTRY

WE HAVE SPECIAL OFFERINGS OF

WOOD CURTAIN POLES AND WOOD TRIMMINGS

Splendid Finish, Handsome Patterns and Low Prices.

TRY US





TORONTO FACTORY

OPAQUE SHADE CLOTH.

CURTAINS, DRAPERIES, FURNITURE COVERINGS, UPHOLSTERY GOODS, LACE CURTAINS Etc.



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OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

HEAD OFFICE: TORONTO, CANADA.

We manufacture everything in the line of

WINDOW SHADES

and sell them at a price that affords the retailer LARGE PROFITS.

ONE HUNDRED THOUSAND PAIRS OF

LACE CURTAINS

on hand to select from. Travellers are now on the road with Samples of all our goods.

N.B.—Our new Mercerized Curtains and Coverings are beautiful in design, and have the appearance of silk finished goods, and are sold cheaper than foreign make.

Nothing ever came from looms that is more popular than our new Derby Table Cover; all sizes, all the jobbers are selling it. Ask them to show it to you.

UPHOLSTERY GOODS.

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery Pins, Etc.

Our new Illustrated Catalogue just out. Send Post Card and get one by Mail.

N.B.—We have imported a large assortment of Silks for Wall Coverings. For fine work on drawing rooms, etc., Silk is taking the place of Wall Paper.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

If you are doing business in the vicinity of Montreal, call at our warehouse, No. 20 St. Helen Street.

GEO. H. HEES, SON & CO., Head Office, TORONTO.

CAULFEILD, HENDERSON & BURNS

17 and 19 FRONT STREET WEST

TORONTO.

C. H. & B. *Spring Shirt Trade*

Stock now ready for early delivery of a well-selected range of Fancy Stripes, Soft and Stiff Bosoms, either Cuffs attached or separate Cuffs. Ask travellers for samples.

NECKWEAR—The latest style worn is the 1½-in. Reversible Derby, the stripes being either on the bias or straight. We are constantly receiving new silks, and have just opened a fresh consignment for the Spring Trade.

OVERALLS and JACKETS—Ask travellers for revised prices, which are sure to interest you.

LETTER ORDERS *Carefully and Promptly Filled.*

The Dr. Deimel Underwear

is the HIGHEST CLASS and most successful UNDERWEAR SPECIALTY ever put on the market.

Our **SPRING** and **SUMMER LINES** are now ready and if orders are placed at once there will be no delay in filling them.

Because of our extensive advertising the merits of these goods are thoroughly well-known to your customers, and there exists in every community an increasing demand for them.

Write for SAMPLES and our TERMS.

Sole Manufacturers,

The Deimel Linen-Mesh System Co.

2202 St. Catherine St.,

MONTREAL, CANADA.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

This Label on the Genuine.

LONDON, E.C., ENGLAND, 10-12 Bread St.



IN retail realms, the lull which usually follows the holiday activity is with us, and wide-awake dealers made use of it last month to get rid of some Winter stock at a discount. A "January sale, discount 20 per cent." was being conducted by many stores, and in this way a good trade was done. It was not with the best class of buyers, of course.

Some of the advertising done for these sales, both in the store windows and in the local newspapers, showed a good deal of enterprise. While some of it was rather freakish, as, for instance, one window was stuck full of colored caricatures, which drew a crowd, but hid the goods; the most of it was very creditable.

An advertisement of John Allan's that recently appeared in the Montreal Saturday papers proved very fruitful. It was, perhaps, the somewhat unusual wording as well as the undoubtedly good bargains offered. Here is a sample paragraph :

"String Ties, Bow Ties, Derbys, Wide Ends ; were 25c. each. They are not worth half that now, they are a bit off, not what you would select at 25c. each ; but when we offer them to you at four for 25c., why they're all right."

It is not every advertisement that has the honest ring of this. Another part of the advertisement runs : "Colored Shirts, laundered, balance of stock, not the newest patterns, not too fresh looking ; they've been with us too long waiting to be exchanged for $1 bills. Now they'll go with you for 50c. each, and they wear as well and do as much service for you as any $1 shirt will." And it concludes : "We'll always try and tell you as near the truth as we can, because we know that you know better than believe anybody who would tell you they would give you new good dollar bills for 50c."

This store has a reputation for clever advertising, but it will not find many ideas in newspaper advertising to beat this. The result of it was an exceptionally large business. Perhaps the customers only wanted to see the man who was so uncommonly truthful ; but at any rate they bought the goods, which was the main point.

Many special sales are being held on full-dress requisites, and dealers who have a nice line of $1 shirts are selling a lot of them.

Initialed linen and silk handkerchiefs are also among the seasonable goods in the furnisher's store in which a big business is being done.

The up-to-date, enterprising dealers are getting all there is to be had out of the Winter trade, and are taking advantage of every event to sell certain lines of goods.

* * *

Collars.

IT must sound rather monotonous to be told that the wing collar is still gaining ground, and that in time it will soon be the leader, for this has been the condition of things ever since this style of collar was brought from out of its popular past and placed in the front row of new and up-to-date styles. But there is really nothing else to say of it.

Considering that this collar not only was an old style but was, in addition to this, brought out to replace, to a certain extent, one of the most popular styles ever put on the market, its success is really remarkable.

As regards sales out of the retailers' hands, they cannot be taken as an exact measurement of the extent to which the wing collar has been adopted.

A short time ago, in these columns, I quoted a gentleman, who ought to know something about it, as saying that one of the conditions against the sale of the wing collar was that people would wear some of their old wings, that they had worn years ago, and which were just as good as new.

His predictions have been justified. There are a great many wings been worn, and if they had all come out of the new stocks the reported sales would have been much larger.

But there is a growing demand for the wing collar. At any rate it has obtained a firm footing in the trade. The variety in shapes is large, the wings ranging from the smallest to quite large ones, and the front spacing varying accordingly.

The high turn-down collar is still a remarkably good seller, and to those who have been deluding themselves

with the thought that it would drop off, the Christmas trade must have given some sharp pains, for the number of these collars sold was very great.

Its chances for Spring and Summer wear are as great as ever. The low shapes in it are certainly desirable styles for warm-weather wear. They must not be too low, however. At about two inches, I should think, the dressy man would draw the line.

Meanwhile, the straight-band collar is excellent property. During the holiday trade there was a great demand for it, and until the end of the Winter season it will, no doubt, be as well up in the front row of good sellers as it usually is.

For wearing with the popular puff ties, too, there is no collar so suitable; certainly not the high turn-down, notwithstanding the various shapes in puff ties that have been created especially for wearing with it.

among the best of the trade, and others of the most striking pattern and color, which always delight the hearts of the "popular" buyers.

In the former, grey is a prominent color, in several handsome designs. Red and black is a combination that is often seen also.

The loud ties are certainly very loud. Not only are the colors flashy, but the designs are large and bold. But, withal, there is an artistic get-up to these ties that is not often seen in such gaudy goods. That they will sell well, there is no doubt. They always do—at least to the bulk of the trade.

The point, however, to be emphasized in speaking of Spring neckwear-styles, is that there are designs to suit all tastes, no matter how deformed such tastes may be.

It is advisable, of course, not to stock with a few lines



The illustration herewith is a new and novel creation in neckwear—a "Seamless Imperial"—designed and constructed by The Niagara Neckwear Co.'s American neckwear architect. It is the only perfect "Imperial" ever constructed, and can also be tied as an Ascot. Up-to-date buyers of neckwear can see in a moment the originality and perfection of this scarf when shown by the travellers of this house. The materials used in the construction are exclusive and original designs and weaves of silks. The Crystaline, with Ray cross stripes, has a frozen effect for the ground and is quite novel. The printed warp effect is the most beautiful cloth ever put on the market and will be sought after largely by up-to-date buyers for the Spring and Summer trade. Both of the above cloths are well worthy of inspection.

Neckwear.

TRAVELLERS have not been out on the road very long, and it is hardly possible at present to form a correct idea as to what shape or color, if there is one, the trade shows a preference for. But it is apparent that the styles shown by Canadian manufacturers for Spring—a number of which were mentioned in this column in our last issue—are taking well, to judge by the first orders.

The choice offered to the trade has seldom been wider, the designs including those neat, quiet effects, so well liked of a certain class of designs, but to take in the range, not neglecting either the quietest or the loudest effects.

The demand for narrow derbies for Spring has been a big one, and that this will be a leading tie—perhaps the leading tie—cannot be doubted. There is a variation in width in these ties of about half an inch, but about 1½ inches, or perhaps a shade less, will be the medium.

One of the largest manufacturers informs me that there is but little demand for the flowing-end tie, while some smaller makers declare that they are selling quite a lot. The probability is that most of them are going to the

M. Saxe & Sons

MONTREAL'S

Leading Clothing Manufacturers.

Mr. Merchant,

We have ready for Spring Delivery over

75 Patterns of our $3.50, $4 and $4.50 Men's Tweed Suits.

Don't miss writing for sample garments of our great range of $5, $6 and $7 Men's Suits.

Special 18-oz. line all-wool blue or black Serge Suits, $5.

Extra Special Line—

Men's all-wool Worsted Suits, latest patterns, at $8.

SAMPLE GARMENTS SENT EXPRESS PREPAID.

M. SAXE & SONS

18 St. Helen St., MONTREAL.

out-of-town trade. At least there are not many in the cities.

During the holidays the demand out of the stores was a good one, but, as I said then, it was a ladies' trade.

It was whispered to me by one fair customer that she knew her husband wouldn't wear it, but if he didn't, she would. It was likely one for hubby and two for her. She wears it now.

But this demand has dropped off very greatly since the holidays.

An exception must be made, however. The French trade in Montreal and throughout Quebec still do a good business in flowing-ends. They have always much admired this tie and will likely stick to it for a long time yet. In this trade, reds and greens are good selling colors.

The bows for Spring are in a number of shapes, nothing particularly new, but at least pleasing. They are not small, but so far there has not been as much business done in large shapes, like the "King Edward," as formerly.

But, though there is nothing particularly new in bows, such is not the case in bow combinations.

The newest in this is a butterfly bow and four-in-hand sort of an exaggeration of the "King Edward" bow. With the Ascot and small flowing-end, this bow is also combined. For wearing with the high turn-down collars this new tie will, no doubt, have its admirers. It is attractive as the "King Edward," and is being made up in handsome patterns.

* * *

Shirts.

SALES in colored shirts keep well up, and the Spring designs shown by manufacturers seem to be appreciated as much as any yet shown. The stripes and stripe effects in blue are by a good deal the best sellers, and will doubtless be so for the Spring trade.

The designs being turned out by some of the Canadian manufacturers are exceedingly handsome and will doubtless prove popular. They are quite distinct, in many cases, from American designs, and they reflect credit on these houses also in the make.

Not only in design but in color are our manufacturers getting away from American styles. The newest color in shirts, both in stiff bosom and negligee, is a handsome brown, which is taking remarkably well among the trade for Spring. This, in some of the designs, is relieved here and there by a touch of ox-blood, a combination that should be among the best of the season. This is apparently the opinion of retailers, for they have taken big quantities of these shirts.

White shirts are going as usual. A happy feature of this trade is the improvement in the quality of goods taken. Cheap white shirts do not sell as well as formerly.

Stripes now selling in colored shirts are in strong colors; in the popular trade they are very much so.

There are many patterns in the stripes, and two or three new colors which have recently made their appearance, seem to take well, perhaps as a change from the blues and ox-bloods. These are in a dark green and grey.

The wider stripes are not solid, but composed of extremely small figures—a solid, narrow stripe in the centre giving the whole the appearance of being shaded.

These are shown in all the colors. Among them, a pattern that is well liked has the stripe in red or ox-blood, and alternately with them is a thin, wavy line in black.

In the narrow stripes, solid blue and ox-blood are much prefered to anything else.

In the better trade the leading color is still blues, customers showing no desire to adopt the reds, or greens. In this trade, though, greys might be made a good color. The stripes, on the whole, are narrower than in the popular trade.

The demand for negligees, for Spring and Summer, is good. It looks as though everybody would wear them. The patterns are entirely too varied to admit of any description.

The shirt waists shown by Canadian manufacturers are taking very well. There is no doubt that this garment will be in better demand than it has been, for many occasions.

* * *

Underwear.

THIS has been a good Winter for heavy underwear, and dealers in the retail business are clearing out in good order.

The usual January discount-sales have been held in many places, and much of the business done has been in underwear. It is the practice with a few dealers to conduct these sales on the underwear lines alone, and allow other goods to take care of themselves. This may, perhaps, be a wise policy. At any rate, it usually results in heavier sales on the underwear; and of all Winter lines, it is most desirable to clear out these.

Some dealers make the mistake of trying to run off out-of-date goods during these sales, but whatever the direct returns may be, such a business cannot be kept up. The public are quick to appreciate good value, especially when the goods are advertised at reduced prices; and the feeling that they are being offered as a bargain—something that is really not a bargain—is not likely to make good customers of them.

Plain colors in heavy goods go well. Grey is a particularly good seller out of store just now, and a new shade in light blue is taking well.

For the Spring trade, in addition to the ordinary lines, which are all in good demand, there is a fair call for sleeveless shirts and knee drawers. These will be worn in the very warm weather, and will doubtless be good property among retailers.

Fancy underwear, for Spring and Summer, as far as design and color go, reveals nothing particularly new, nor is it likely that any radical change will be made.

The plain colors and the faint stripes on natural grounds are the most suitable for this class of goods, and will not, for a while, give place to anything more pronounced.

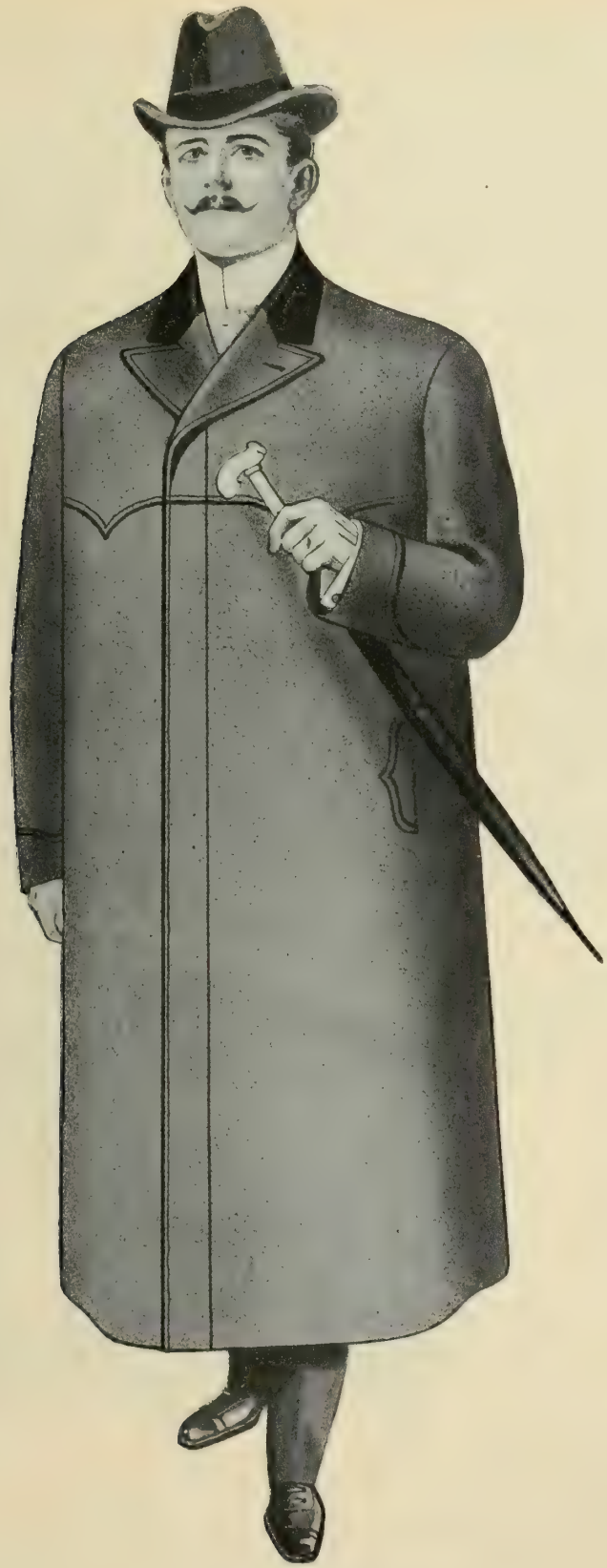
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Gloves.

THE heavy mocha undressed gloves are in big demand this Winter, although it has not been exceptionally cold. In the best trade the fur-lined gloves are going well, and in a lighter variety the silk-lined goods, both dressed and undressed, are well liked, though the demand since the holidays is not a large one.

Now and then grey appears, but tans in various shades, some approaching very near to green, are much better liked for Winter wear.

With the opening up of Spring, greys will, no doubt, appear in greater numbers. It is the opinion of many deal-



20 CENTURY BRAND REG'D

20 CENTURY BRAND REG'D

SHOWER-PROOF OVERCOATS.

STYLES :
Yoke or Oversack.

Send for Sample Coats or Sample Cuttings.

PRICE :
To Retail from $12.00 to $18.00.

The Lowndes Company, Limited

Office :
61 BAY STREET.

Toronto, Canada.

Factory and Showroom :
36 FRONT STREET WEST.

ers that they will be worn more than they ever have been. If so, the trade, as a whole, are getting well prepared for it, for the demand for Spring is a good one on this line.

The white knit gloves are going out of the stores rapidly. These have proved a popular style and may be good for more seasons than one, if not in white, which, it must be admitted, is somewhat out of the ordinary, at least in colors. There are a great many of these knit gloves selling in black, some in solid black and others with neat designs in colors.

* * *

Hosiery.

APART from the staple cashmere blacks and heavy woollens in natural, black and heather that are now moving out of the retail stocks, there is a fair business being done in colored hosiery. In them the predominance of stripes, which was a feature of the Fall trade, is not so noticeable.

Figures, at present, seem to be preferred. Some of these are fairly large. Large, solid diamond-shaped figures are among the best sellers.

The colors are, in the majority of cases, as quiet as can be, grey mixtures being a favorite. But others are also shown, and red, light blue and greens figure prominently. Though these are a trifle too loud for the choice trade, they yet are in good demand among good dressers.

The Spring hoisery shown has taken well. It must be said that there has been more good taste shown in the past in colored half-hose than is exhibited in some of the popular styles for the coming Spring. This, however, by all appearances, is to be an exceptionally "loud" season in hosiery, if not in other lines of men's furnishings.

It is not often that we are offered Scotch plaids of the most vivid colors in hosiery, but for the Spring trade they have been selling well in red, blue and green effects.

Stripes have not been neglected, nor, for that matter, has any other design, but the plain stripes must divide honors with others in more artistic effects, composed of small spots and figures, as well as zig-zag vertical stripes. The latter make handsome designs, and in mild colors will, no doubt, prove a success.

In fact, the variety of men's hose for Spring, 1902, has seldom, if ever, been equalled, and it will be more necessary than ever to carry a well-assorted stock.

Solid colors are shown in various shades, among the prominent ones being dark reds, blues, tans in several of the darker shades, and cream.

A recent addition is a shaded sock. The top is shaded off into a deeper tone of the same color, the darkest portion being about the instep.

Open lace effects and self-clockings in lisles and mercerized goods will be as good as usual.

* * *

A Young Man's Wear.

THE young man, especially in cities and towns, who does not dress well makes a serious mistake. Very little additional expenditure will make the difference between an ill-dressed man and a well-dressed man. Clothes do not make the man, but they introduce the man. Good clothes have helped many men out of unpleasant predicaments. They create a favorable first impression, which is no trifling advantage.

A young man earning $50 per month or more, and moving in polite circles, ought to have, of course, an evening suit with a crush hat. He should have a frock coat and a silk hat or, at least, a cutaway coat, although the frock is vastly preferable and is the only correct attire for many daytime functions. Two good overcoats, one light and one dark, and about three sack suits, should complete the wardrobe of a fairly well-dressed man in moderate circumstances. The evening suit is the most democratic attire ever invented. It enables the poor clerk to come out exactly on a footing with the multi-millionaire. In former times, when there was more liberty and variety in men's clothes, the rich man completely outshone the poor man, just as to-day the rich woman completely outshines the poor woman in the matter of clothes. It will be a sad day for poor gentlemen when the black evening suit goes out.

A man has no right to dress beyond his means, or to drive his tailor into bankruptcy, but merely as a matter of worldly prudence he ought to wear as good clothes as his means allow. All of us know and admit that clothes are nothing, and when we are acquainted with a man we permit him considerable latitude in clothes. But we generally take strangers at their face value.

* * *

Dealers and Their Stores.

MR. JOHN ALLAN has been in the retail men's furnishing business in Montreal for 14 years and every year has been a greater business success than its predecessor. And not only has each year shown progress, but it has shown great progress. As a consequence, in 1887 we find



MR. JOHN ALLAN

him working behind the counter in a small 15 x 25 store at 665 Craig street, and to-day sitting in his cosy office directing the business of two stores; one on Craig street, with a frontage of 75 feet and the other on St. Catherine street, offering suitable goods to Montreal's well-dressed people. Mr. Allan is a representative of the best class of men's furnishers, and has deserved every victory he has achieved.

The growth of his trade has been remarkably uniform. As we have stated he opened a 15 x 25 ft. store at 665 Craig street in 1887. Two years later he started a boot and shoe business two doors east, and again two years later he took in the two stores intervening, to accommodate his growing furnishing business. Then somewhat later,

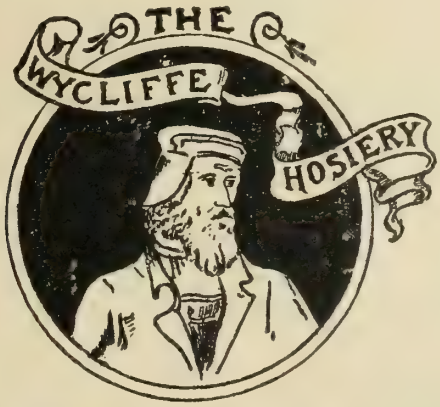
NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS

MAKERS OF
AMERICAN STYLES
OF NECKWEAR

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED

WYCLIFFE

Cashmere Hosiery



Pure Wool Unshrinkable Underwear

We are sole representatives in Canada for the celebrated "Wycliffe" Hosiery and Pure Wool Unshrinkable Underwear.

MANUFACTURED BY

GREENWOOD & MOULDS, LEICESTER, ENGLAND.

Also at 59 GRESHAM ST., LONDON.

A complete range of their samples are now in the hands of our travellers. We would respectfully ask Canadian merchants, when in England, to call on Messrs. Greenwood & Moulds and inspect their goods.

PRIME & RANKIN, 22 Front St. West, TORONTO.

to went into the manufacture of ready-to-wear clothing and carried this on in the two flats above his stores. He marched from success to success until he now has four stores, including the Craig and Bleury corner, with the three flats above. Five years ago he opened an up-town branch at 2299 St. Catherine street, situate in the flow of the stylish trade; it has been a great financial success.

Mr. Allan is not one to limit himself. He is a Scotch man with the true Edinburgh accent and with the proverbial Scotch canniness; but he has marched forward as rapidly as he has surely. He has gone out of the boot and shoe business, but his range of goods is still wide, extending beyond the recognized confines of men's furnishings into ready-made and custom clothing, jewellry, toys, and many lines of fancy goods.

The secret of his success is his enterprise. He is a very extensive advertiser and has hit upon many novel advertising ideas. One of these we mentioned in our December issue. Some years ago he got out a good thing in the way of a striking ad, grouping cuts of all his salesmen, each wearing a new-style Spring hat. The advertisement was widely talked of at the time and proved an excellent business-bringer. In fact, one of his clerks found a relative in this country that he did not know was here, through this medium. Mr. Allan always keeps his windows well dressed, and they are continually interesting objects of gaze for Montreal's public. Having such a large trade Mr. Allan does a deal of importing on his own account. He goes to England every year for his woollens, stiff hats, and much of his neckwear. But he is also a good customer of our domestic manufacturers.

* * *

The Man of Fashion.

What a Leader in the Smart Set has to say Respecting the Ultra Fashion of the Moment.

WHITE waistcoat slips were referred to a short time ago as being less worn by smart men this Winter than last, and further observation shows that the statement requires no qualification. There is not, however, an utter eclipse of the waistcoat slip, nor is it in any way incorrect or bad style. For some time after the years of its greatest popularity—I do not recall the exact date—the slip was rarely worn by men of discrimination in dress, for commonness and unrefined association had stamped it with a certain vulgarity which is the inevitable result of most fashions and customs adopted by the masses. But, subsequently, when the commoner element of society had in turn given it up, the white edging began to creep back into favor among well-dressed men, and since then has, at least, occupied a position of good style if not of great fashion. Personally, I think the white edge between the dark material of a waistcoat and Ascot, or a four-in-hand tie makes an extremely pretty contrast, and with a morning coat or frock, I should certainly wear it if I felt so inclined. Nowadays, and more particularly this season when there are few decided fads, or distinctly new fashions, a man may wear almost anything he likes, provided there is nothing to be said against it on the grounds of good looks, good form, or overcommon use. The plain white slip has always been more usual than one which contains color; but I have seen one or two of mauve shade, and several with hair-lines of black, dark blue and red, which were rather effective. They are, of course, to be worn only with a frock coat or morning coat, and dark waistcoat of the same material—not with any kind of figures or fancy waistcoat, or with sack clothes, the reason, no doubt, being that they are rather dressy, and therefore unsuitable with informal attire.

SPATS SOMETIMES IN BUFF AND GREY.

Spats or gaiters may be classed with waistcoat slips as far as their position in the scale of fashion is concerned, but there is this difference, that they have always been in good use among smart men, even when rather commonly worn by others, and that is the reason, if anything, they are more than usually affected by some of this city's best dressed men. One man in particular I have in mind, who rarely appears in day dress without light grey or buff-colored spats over his shoes, and who also, by the way, frequently wears tan shoes with his sack suits. The latter mode is, however, entirely independent of fashion, and simply goes to show that one need not in the least feel bound down to narrow limits of conventionality. As a broad statement of conditions, it may be said that tan boots or shoes are not in general fashion in town during the winter months; but aside from any question of fashion there is much to be said in their favor. They are certainly the best style of foot-covering for stormy days, when patent leather is out of the question, and it is next to impossible to keep black calf looking well without frequent rubbings and polishings.

BOOTS.

There is this Winter little change in the shape or style of boots; the very rounded last is not so smart as it used to be, nor is the absolute flatness of sole so essential, but except for tan boots the correct fastening continues to be by means of buttons instead of laces, and there is little tendency toward going back to the pointed toe. With evening dress for dinners or dances the patent-leather pump, with its thin sole and low heel, is, perhaps, the smartest type of shoe, but for ordinary occasions, the high-buttoned patent-leather boot is, with scarcely an exception, the style worn. Pumps are made without toe-caps, and they have perfectly square and flat bows of black-satin ribbon. Before leaving the subject of footwear let me add that a short man can always gain an extra half-inch of height by having the heels of his boots made that much higher. The usual height of a heel as now made is considerably less than an inch, and the extra lifts rather add to than detract from the appearance of the boot.

FOUR-IN-HAND TIE BROADENING.

The change most worthy of note in neckwear is the broadening of the four-in-hand tie, and the greater size of the knot. Narrow, straight ties, generally known as the derby shape, though still sold in the shops, have, in my opinion, gone entirely out of fashion, and ought rarely to be seen on men who give any thought to keeping up to the times in dress. Bows, such as the batwing and the old-time butterfly, are comparatively little worn this Winter, the most fashionable shapes being the broad straight four-in-hand, that which broadens out towards the end, and that with very broad ends, known as the "Imperial." Once-over Ascots are still smartest with frock coats, and except for weddings and receptions, dark colors are most worn.

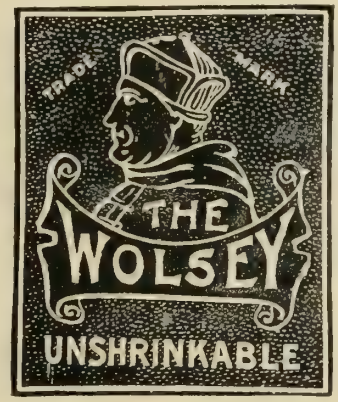
MY VIEWS ON EVENING SHIRTS.

For five years or more there has been an unchanging adherence to the strict simplicity of the plain white-linen evening shirt, cleverly laundered, be it understood, so as to have a bosom of dull, lustreless finish—not the sheen of the Oriental laundrymen, but this Winter there are some signs of departure from the old and still standard rule. Although it is true that one does not see it upon well-dressed men in our large cities, the delicately embroidered shirt-fronts, sometimes affected by visiting foreigners, I have myself noticed at several of the season's smart social events evening shirts, which, if not radical departures from absolute plainness, were a step in that direction. One of

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

Wreyford & Co.

Romain Building, **TORONTO**

Wholesale Men's Furnishings.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR, FLEECE SLIPPERS, and Other Specialties.

To be known as agent for **JAEGER'S UNDERWEAR** recommends you as a retailer of good quality and reliable articles at a moderate price.

For Fall Season 1902 we have arranged very liberal discounts to the Trade.

Dominion Agents for English Manufacturers:

Young & Rochester

Shirts and Shirtings for SPRING 1902.

Agents for **"ORWOOLA"** Unshrinkable Flannel for Shirt Waists, etc. Select patterns.

Finest ranges of Flannel Outing Suits shown in Canada.

NECKWEAR FOR EASTER.

Tress & Co.

HIGH-CLASS LONDON MANUFACTURERS

— OF —

HATS and CAPS.

Latest Season Shapes Just Received.

SPECIAL VALUES IN PALM LEAF AND FINE STRAWS.

Felts, Silks and Straws.

If not in Toronto write and arrange for our travellers to call.



BERNARD CAIRNS

Leader in

RUBBER STAMPS

PRICE MARKERS, Etc.

10 King Street West, - Toronto.

Awarded Diploma at Toronto Exposition, 1901

Don't Stand and Wait for Business.

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Merchants! To satisfy your customers you must have the best the market affords.

The "Royal" White Shirt excells others in some very important points—full chested, long bodied, exact collar measurement, extended fronts. Hand-laundered cushion bands on all priced shirts. A sample order will prove quality.

The "Royal" Regatta Shirt features are its matched stripes. **It takes much time, but it makes a perfect shirt.** Others don't do it. Also its reversible cuffs, stripes vertical on one side, horizontal on the other, hand laundered, so that each stripe is exactly in place. **We feel confident that a sample order will please—proving a rapid seller as well as a custom-winning shirt.**

Our Overall Factory, although only in its infancy, is proving beyond doubt that **there is always room for something better.** We mention one line, the best one: **THE DOUBLE DURABLE OVERALL,** made in Heavy Denim, Drab, Blue, or Black. **Double Seated; Double Below Knee; Double Pocket Flaps; Double Stitched;** four pockets. They are made to wear. **A Sample Dozen will sell,** and mean repeats.

HAMILTON, BERKINSHAW & CO., 41 Yonge Street, TORONTO.

Letter Orders Carefully and Promptly Attended To.

these, and I must admit in spite of my having always advocated simplicity, an extremely good looking one, had what may be best described as a satin stripe in the weave. This stripe, which was perpendicular, and about a quarter of an inch in width, was scarcely distinguishable at a short distance, but when run close at hand it was easily noticeable.

Another evening shirt, but not so pretty and also less new, was made of a very fine grained pique. This material in coarser grain was fashionable for dress shirts some 12 or 14 years ago, and it has since then been kept in stock by most of the smart haberdashery shops, but until this season it has not been in good use among the best class of men, and even as it is I should not advise having it. Fashion is forever seeking something new or going back to styles of past periods, but unless a man happens to occupy a position in society which is independent of any set rules of dress, when he can afford to be distinctive, it is usually best and always safest to follow rather than attempt to lead. With these two exceptions I have seen nothing worthy of comment in evening shirts. The smartest have collars attached and cuffs with square rather than rounded corners. Two buttonholes for studs is the correct number.

EVENING TIES.

There has always been a tendency within a year or two toward a little more elaborateness in evening ties, basket weaves and materials of various small spots and line designs, of course in white, being now much more in vogue than plain lawn. Butterfly and bat-wing shapes, tied in a small tight knot, though still occasionally worn by men who have the reputation of keeping up to the latest style in dress, are by no means so fashionable as in past years. The smartest ties for the season are so cut as to form square bows, and are much smoother in appearance than the older shapes which were pulled into very tight hard knots. I do not, of course, wish to be understood as meaning that the bows are literally square in shape, but simply that the ends and the knots are almost the same in width. Although there is no very strict rule of fashion prescribing square to pointed ends for bow ties, the former are, perhaps, a little the better. Among the lesser articles of attire the white evening tie is one which it is best worth while to purchase at a really good shop which includes smart men among its patrons. One may occasionally find a correct cut at the cheaper shops, but the large majority of ties sold by them are too long or in some other way unsatisfactory. It is almost impossible to judge of how an evening tie will look before it is tied around the collar, and one must, therefore, rely upon the reputation a shop has for keeping what is correct.

WING COLLER IN THE EVENING.

The mention of collars reminds me that I have lately seen a number of men wearing the winged shape with evening clothes, and that there is no doubt this is becoming one of the most fashionable styles. Personally, however, I should reserve it for use with sack or lounging clothes. It is certainly less becoming to the average man than a straight or slightly poke-pointed collar, and it has not the dressiness or formality which should be one of the marks of evening dress. With a dinner jacket almost any style of collar, if it is correct of its kind, may be worn, but the high-banded turnover is still most usual and, all things considered, probably the best.

Buyers' Notes in the Trade.

The W. R. Brock Co., Limited, Montreal, have a novelty in a collar stiffener, perforated. Prices will be given on application.

The "City" collection of colored shirts is reported by The Brock Co., Toronto, to have succeeded beyond expectations. In hard fronts their "London" retails at 75c. and "Ottawa," at $1. In soft fronts, "Quebec" is a 50c. shirt, "Montreal," 75c., and "Toronto," retails for $1.

The Niagara Neckwear Co. have sent to their travellers several beautiful shades of silks in teal browns and emerald greens. These two colors are quite novel and up-to-date, but the manager of this company states that it is very difficult, and often ends in failure, to try and place on the Canadian market radical shades of tie-silks, even though they are popular in the United States.

A nice range of fancy cotton half-hose, in fancy stripes and embroidered, to retail at 25c. are being handled by John Macdonald & Co.'s men's goods department. Also a special line of plain black, and red cotton half-hose, with natural wool feet, to retail at 25c. The same house are showing a special line of men's umbrellas, with bone handles, for $1 retailing—a job line. Another shipment of American men's fancy braces for 25c. retailing, and a line of heavy braces at a like figure.

The Spring line of "Trade D MARK" suspenders shown by The Dominion Suspender Co., Niagara Falls, since January 1 has had the largest sale in the history of this factory, both in the United States and Canada, all on account of the popularity and uniqueness of the "Norusto" buckle and fine leather ends. The productions of this firm are among the best to retail at 50, 75c. and $1 as can be seen in the shops of the best haberdashers, both in the United States and Canada. They guarantee all of their goods retailed at 50c. and over.

Striped shirts, showing the latest colorings in blues, will be very popular this Spring. The Wyld-Darling Co., Limited, have just received a large shipment of these, with either separate or attached cuffs, and also a full line of negligee shirts, with separate cuffs,, which they are selling at a price which will enable the retailer to sell them out at 75c. and give him a good margin of profit. They are also offering a full line of white dress-shirts, for evening wear, which can be retailed out at a dollar. Their stock of boys', youths' and men's braces is very complete, their Lisle webb coming in an extensive range that can be sold at from 25 to 50c. per pair. Mocha and dressed-kid gloves, in tans and browns, will be quite fashionable. Their stock of these is very complete. They have a good stock of sweaters for boys and men, in plain and fancy colors, in wool, worsted, and cashmere, to retail at from 50c. to $2 each.

In neckwear, the prevailing style this season will be the reversible, narrow derby, with stripes nearly all running lengthwise. A good variety of patterns is carried by Caulfeild, Henderson & Burns. For the standup-turned-down collar the shield bow, with wide ends in various colorings, will be much worn. Two leading lines of umbrellas carried by this house are promising to become general favorites. They are made in a variety of qualities to sell at all prices, and as special features, peculiar to themselves, may be mentioned the new patent self-opener and also the new patent self-adjustor. This Spring the styles in men's half-hose are all inclined to the fancy side. The leading lines of this firm are cashmere hose with embroidered spots and lisle threads in fancy stripes and lace effects. For this Spring's wear, the shirts are coming almost wholly in colored stiff-bosoms, in stripes, the prevailing colors being in blues and reds. For the Summer there will be an almost exclusive use of the soft-front shirt, having detached cuffs. This firm are showing them in a range of almost exclusively new patterns.

Stewart, Allen & LeMaistre, manufacturers of "Salem" shirts, are finding that their efforts to produce shirts which in different features are entirely away from the ordinary lines are being appreciated by the trade, and their aim is to show the merchants that Canada is in the first row in shirt manufacturing. Quick deliveries and quick turnover for the merchant is what they are striving for and they are evidently attaining this end. They report a strong demand for plaited fronts, both in white and colored, of which they are showing a strong assortment.

Special values in men's neckwear are shown by The Brock Co., Toronto, to retail at 25c. and 50c. The patterns, they claim, are not excelled, and were selected especially for the Canadian market. Narrow graduated derbies, flowing ends, knots and bows, will be the correct thing for the coming Spring. Bows are likely to be quite as popular as they were last season in consequence of the continued popularity of the turned-down-standup collar. This house also shows special value in balbriggan underwear to retail at 25 and 50c., and for the latter price, in plain goods, they claim F11 can't be beaten. "Udo and Cuckoo" are two lines in men's mixed cotton socks, in blue and white and brown and white mixed, to retail from 6 or 7 to 10c. per pair.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

THE TIME TO INSURE IS
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While you are WELL, STRONG and INSURABLE.
THE
Confederation Life
ASSOCIATION issues policies on all approved plans of Insurance, and is a prosperous and progressive Canadian Company.
PROTECTION FOR YOUR FAMILY.
PROFITABLE INVESTMENT FOR YOURSELF.
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HEAD OFFICE, - TORONTO.

James Coristine & Co., Limited
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Importers of High-Class
Felt Hats, Caps and Straws

Styles and values never better. Sorting orders will have prompt attention. Catalogue and price list on application.

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"The true course of business to-day is direct from Manufacturer to Retailer."

THE Richard L. Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

Mill Selling Agents for . . .

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S. LENNARD & SONS
DUNDAS, ONT.
Manufacturers of . . .
"Crescent" Brand
Hosiery and Underwear

THE KINGSTON HOSIERY CO.
Limited
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Underwear and Sox

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Limited
COLLINGWOOD, ONT.
Manufacturers of . . .
Worsted and Woollen Hosiery
—ALSO—
Fine Single and Double Mitts.

Imported Woollens.

A WORD OF WARNING.

Cable advices report price of Fine Wool advancing steadily at London Wool Sales. Manufacturers have already advanced their prices, and have notified us they will be still higher in the future. We will protect our friends as long as our present stock lasts, but would URGE THEM to send in their orders AT ONCE for all classes of

Serges, especially Belwarps.
Worsted Coatings, as Fitzsimmons, Landslide, etc.
Cheviots and Vicunas.
Swanbak and other Showerproof Cloths.

The most suitable stock in the world for Canadian buyers to select from.

Our stock of TAILORS' TRIMMINGS is now complete in every detail, and we can supply all your requirements. Wool Italians and Serges will be affected by the advance.

The Gault Brothers Co.,

...LIMITED

WINNIPEG. MONTREAL. VANCOUVER.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

Coronation——June 1902

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Range of Souvenir Picture Handkerchiefs, **FLAGS** and Decorations

Largest Variety ! Best Designs ! ! Cheapest ! ! ! AGAIN LEADS THE MARKET.





No. 100—24-in., "THE IMPERIAL."
Also other lines.

Various Designs
from 7½d. upwards.

Flags, Various Pictures and General Range.

Samples and Illustrated Lists now issued all over Canada.
See you get our goods. All bear our Trade Mark ticket.

ASK YOUR WHOLESALE HOUSE FOR THEM.

Brown, Graham & Co.

37 GLASSFORD STREET,

Also LONDON and MANCHESTER. ——Glasgow

R. FLAWS & SON, Canadian Agents, TORONTO

SILEAN HOSIERY

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The finest underwear which has yet been manufactured.

Children's and Women's Hose, Vests and Dresses.

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BE WISE AND WEAR THEM !

Hine Parker & Co.,

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WHOLESALE WOOLLENS

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Tailors' Trimmings

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Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

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Lamson Consolidated Store Service Company

Manufacturers of every kind of Cash and Parcel Carrier for Dry Goods Stores.

BALL CASH CARRIERS,
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RAPID SPRING CASH CARRIERS,
"IDEAL" WIRE LINE CASH CARRIERS, and

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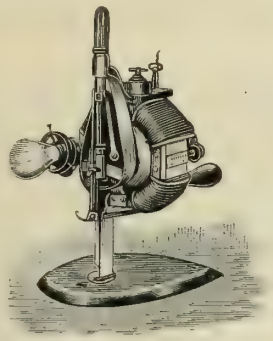
in all sizes from 1½ inch to 10 inch diameter.

Correspondence Solicited. Estimates Furnished Gratis.

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The Essential Requirements of a good Cutting Machine are :

Accuracy, Speed,
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These qualities are possessed by the **Eastman Electric Cloth Cutting Machine.**

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GRUBOC COLLAR CANVAS IS THE BEST



FOR SALE BY ALL WHOLESALE DEALERS.

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Our Specialties:

MEN'S, YOUTHS' and LADIES' STRAW HATS.
MEN'S, BOYS' and GIRLS' NOVELTY CLOTH HEADWEAR. . . . . .



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FOR THE STREET



THE TRADE "M&M" MARK LIGHT

What "M & M" Lamps Do.

They give a stronger, whiter, steadier light than the electric arc. Operate easily, safely, satisfactorily. Save money—actual 600 candle-power light at a cost of one-half cent an hour. Think of it! Write for circulars, etc. GOOD AGENTS WANTED. Exclusive territory allowed.

ACORN BRASS WORKS,
Dept. 7, 15-23 Jefferson Street CHICAGO, ILL.

FOR THE STORE



What "M & M" Lamps Save.

Barrett Hardware Co., Joliet, Ill., write: "Gasoline and supplies for six "M & M" Lamps cost us $45.46 last year, an average of 60c. a month per lamp. We believe we had as good a light as though we had six electric arc lights at a cost of $360." No wonder that over 30,000 "M & M" Lamps are in use all over the United States and Canada. THEY KILL BIG GAS AND ELECTRIC LIGHT BILLS. It will pay you to investigate. Write for circulars. AGENTS WANTED. Dept. 7, 15-23 Jefferson St., Chicago.

BANQUET TO MR. S. F. McKINNON

His Business Associates and Friends Unite in a Tribute to His Long and Successful Career.

A VERY pleasant and successful banquet took place on Friday evening, January 31, when the staff of The S. F. McKinnon Co., Limited, met together to honor the retiring President, Mr. S. F. McKinnon, who recently severed his connection with the house which he established some 30 years ago. Covers were laid for 47, and amongst those present were : The guest of the evening, Mr. S. F. McKinnon, Mr. J. M. Alexander, Mr. George Caldbeck, Mr. Wm. Guthrie, Mr. Charles Reid, Mr. J. S. McKinnon, Mr. Mackie, Mr. M. Lamonte, Mr. John Catto, Mr. John Knox, of Knox, Morgan & Co., of Hamilton; Mr. R. Millichamp, of Millichamp, Coyle & Co.; Mr. A. A. Allan, of A. A. Allan & Co. ; Mr. Robert Crean, Mr. S. Lessler, New York ; Col. Sellers (Nottingham, Eng.) ; Mr. H. L. Smyth, of H. L. Smyth & Co.; Mr. J. W. Woods, of Gordon, Mackay & Co ; Messrs. Brasier, Massie, Cull, Edwards, Strathdee, Lowe, Pearce, Guiton, McManis, Gordon, Henderson, Fisher, Byrne, Symes, Duthie, McMullen, Lancy, Thrush, Robertson, Maxwell, and Shepherd.

Mr. Lamonte, who has been for many years associated with Mr. S. F. McKinnon in the business, occupied the chair, and to his right sat Mr. S. F. McKinnon, Mr. John Knox, Mr. R. Millichamp and Mr. A. A. Allan, while on the left were seated Mr. Alexander, Mr. Caldbeck, Col. Sellers, Mr. H. L. Smyth and Mr. J. W. Woods.

The tables were beautifully decorated with red-shaded candelabra and crimson carnations. Proceedings were duly opened with a toast to "The King," after which Mr. W. Guthrie, managing director, stepped forward and read an address to Mr. McKinnon, expressing the regard and respect in which he was held by his business associates, and regretting that he had seen fit to sever his connection with them. The address was beautifully engrossed on parchment, and handsomely bound in brown morocco. The illustrations were somewhat characteristic, one medallion showing an ocean greyhound, another a cleverly-executed miniature of the warehouse, while another page had for its chief decoration roses and hat pins. The address read as follows :

We, the members of the staff of S. F. McKinnon & Company, Limited, of which you have been the honored head and directing mind for so many years, cannot let the occasion of your severing your official connection with the company pass without expressing to you the feelings of regret we experience upon the retirement of one whom we have learned to honor and respect so highly, on account of his many sterling qualities and great business ability, and, at the same time, to offer you our hearty congratulations on the eminent position you occupy in the mercantile and financial world.

It is the lot of but few men to enjoy an uninterrupted career of prosperity for over a quarter of a century, and it cannot but be a source of pride to yourself to see that the great business you have built up, and which is without a peer in the Dominion, is being handed over to your successors at the end of the most successful year in its history,

While expressing our regret at your retirement from the active control of the company, we hope and feel that you will have many years of busy life before you in connection with the numerous financial and industrial undertakings with which you are identified, and also feel sure that you will ever retain a warm place in your heart for the business which still continues to bear your name.

We trust that yourself and your estimable wife, who has been a sharer in your honorable and successful career, may long be spared to each other, in the enjoyment of perfect health and the unbounded happiness you both so well deserve. That you may together enjoy to the fullest your contemplated trip, and in due time return in safety to Canada, the land we all love so well, is our united wish.

The toast to Mr. and Mrs. McKinnon was then drunk with musical honors and cheers. Mr. McKinnon made a very happy speech and spoke of the regret he felt at parting with his business associates and employes. He spoke of the early days of the business when it was conducted on a very small scale, and in a humorous way referred to the time when he used to bring his lunch to the warehouse in order to save car fare. He laid very strong emphasis on economy, and urged those who were succeeding him in the business not to forget its first principles. He felt sure they would continue to treat the customers of the S. F. McKinnon Co. in the same straightforward business-like manner, with which they had always been treated, and to do everything possible in their power to show customers their willingness to give them the best possible service. Toasts were then drunk to the president and vice-president, and were replied to in turn by Mr. J. M. Alexander and George Caldbeck. The toast to "The Directors" was responded to by Messrs. Guthrie, J. S. McKinnon and Mackie. "Our Sister Business Houses" (wholesale), was responded to by Mr. J. Knox, of Knox, Morgan & Co., of Hamilton, Mr. A. A. Allan, of A. A. Allan & Co., and Mr. J. W. Woods, of Gordon, McKay & Co. "Our Sister Houses" (retail), was responded to by Mr. John Catto, of John Catto & Son. The legal profession was responded to by Mr. W. H. Wallbridge. At this point proceedings were taken in hand by Mr. William Lowe, who occupied the vice-chair. There is perhaps no one connected with the S. F. McKinnon Co. at the present time who has been in the house longer than Mr. Lowe, and he was thus able to discharge his duties as vice-chairman in a peculiarly happy manner. The toasts proposed were, "Travellers," "Counting House," "Warehouse Departments," "Army and Navy," "The Press," and "The Ladies," all of which were honored with the utmost enthusiasm.

The gentlemen who arranged and managed the banquet deserved congratulations for the manner in which it was carried out, and if the customers of The S. F. McKinnon Co. could have looked into the banquet hall and have seen the unity, harmony and good-will that existed between president, vice-president, directors, travellers, and department managers they would have been favorably impressed. The various departments of The S. F. McKinnon Co. evidently cooperate with one another heartily, and there is every evidence that every order, large or small, given to any of their travellers is looked after carefully and well by every employe who participates in the handling of it. Mr. and Mrs. S. F. McKinnon left New York on February 5, for a trip to Egypt and the Holy Land, expecting to be away some five or six months.

F. G. Campbell, of Perth, Ont., who recently had his tailoring establishment destroyed by fire, will not again commence business in Perth, but intends moving to Edmonton, N.W.T.

Messrs. Shaw & McKerracher, of Perth, Ont., have purchased the dry goods stock owned by the late George Devlin and it will be sold in the McLaren store, opposite the town hall. Mr. John Devlin, son of the late George Devlin, intends devoting all his time to auctioneering.

H. W. McCurdy, of Sydney, N. S., doing business under the name of McCurdy & Co., has just admitted his two sons, John and Harry, into partnership. The business will be carried on under the same firm name. Mr. McCurdy has now about completed his thirty-first year in the dry goods business.

The
WATSON FOSTER CO.
LIMITED
MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

WE ANTICIPATE

A

LARGER REPEATING BUSINESS THAN USUAL THIS SPRING.

AS YET OUR STOCK IS VERY COMPLETE. ORDERS, LARGE OR SMALL, RECEIVE SAME ATTENTION AND ARE PROMPTLY SHIPPED.

BUT MANY OF OUR BEST COLORINGS WILL SOON BE OUT OF PRINT, WE ASK DEALERS, THEREFORE, TO ANTICIPATE THE SHORT END OF THEIR STOCKS AT AN EARLY DATE.

SAMPLE BOOKS—ANY GRADE, AND **INGRAINS**, SENT ON APPLICATION

PRE-PAID

FEB. 1902



THE LONDON WOOL SALES.

THE first of the 1902 wool sales opened in London on January 21. There was a fairly large attendance of Continental, American and home buyers eager to secure supplies to replenish depleted stocks. Competition was spirited and general. The offerings numbered 9,790 bales of unusually good quality. Crossbreds sold 5 per cent. higher, medium and coarse 10 per cent., and Cape of Good Hope and Natal and slipes were unchanged to 5 per cent. dearer. There were a few lots withdrawn. Americans purchased crossbreds moderately.

Following are the sales in detail: New South Wales—1,600 bales; scoured, 4d. to 1s. 3d.; greasy, 4¾d. to 10½d. Queensland—1,500 bales; scoured, 1s. 2d. to 1s. 6d.; greasy, 6½d. to 8d. Victoria—400 bales; scoured, 1s. 1½d. to 1s. 4½d; greasy, 5d. to 10½d. South Australia—500 bales; scoured, 9½d. to 1s. 3d.; greasy, 4¼d. to 9d. West Australia—700 bales; greasy, 6¾d. to 7¾d. New Zealand—4,000 bales; scoured, 3½d. to 7¼d.; greasy, 3d. to 9½d. Cape of Good Hope and Natal—700 bales; scoured, 7¼d. to 1s. 5d; greasy, 4d. to 7d. Buenos Ayres—200 bales; greasy, 3½d. to 6¼d. Punta Arenas—32 bales; greasy, 3¼d. to 6¼d.

THE 1902 OUTLOOK IN WOOL.

According to English advices the wool prospects are very reassuring. Although merino wool had weak moments in the past year, there was yet a general feeling that it was in a really safe position, and it is probable that a greater improvement in prices than actually took place would have resulted had it not been for two considerations. One was the impaired purchasing power of the trade and the consequent enforced absence of any strong speculative movement; and the other the very great disparity in the value of merinos and of crossbreds, which latter, though in the lower grades a totally different article, yet to some extent compete with or influence fine wools. Both these considerations are likely to continue in force in the present year, and for that reason too sanguine expectations would probably be out of place. But in view of the absence of large stocks in the hands of the trade and of the fact that even with a moderate increase in the production this year's supplies must necessarily fall short of those of 1901, we think it is not too much to say that the outlook is satisfactory and the present position of the article a sound one; sound in the case of merino wools on account of their moderate supply and in that of crossbreds on account of their cheapness.

NOTE ON THE FUR SALE.

A London cable on the Hudson's Bay Co.'s sales last month says:

"The slackness of trade in the first half of the year was followed by a decided improvement in the Autumn, and reports from all parts of the more important fur centres are of an encourging character. America and Canada were foremost in prosperity, while France, Germany and Russia had, on the whole, a very satisfactory season. In England trade was, if not brilliant, fairly steady, and considering the quiet tone of general trade better even than could be anticipated. Stocks are greatly reduced and the tendency for most articles an upward one. At the Hudson's Bay Co.'s sale the results attained were as follows:

"Beaver, 44,551 skins (last year 42,582) were not in particular favor, but, nevertheless, prices ruled somewhat above last year's for firsts, while seconds advanced 5 per cent. and thirds about 10 per cent. There were moderate purchases for America and Russia, but the bulk was secured by German dealers. Musquash, 1,650,214 (last year 917,944). The Hudson's Bay Co.'s goods have not proved profitable; a considerable portion of last season's purchases are on hand unsold, and to this state of the market came one of the largest collections ever catalogued by the company, resulting in a decline of about 20 to 25 per cent. all round. The whole of the purchases were of a speculative character, attracted by the present low range of prices.

"In the preceding smaller sales, the more important articles offered were sold with the following results: Sables, 2,641 (last year 5,593). Chinese were in good demand at 15 per cent. higher. Otters, 6,996 (last year 6,590). Sold readily at last year's prices. Thibet skins, 136,863 (last year 133,421); crosses, 15,402 (last year 19 855); coats, 4,601 (last year 6,092), were in very fair demand. Coats sold readily at an advance of 10 per cent. and were mostly bought for French account and some for home trade. Crosses sold 7½ to 10 per cent. higher. Skins, of which a large quantity were brought forward, realized 10 per cent. advance, while some were withdrawn. China kid crosses, 72,660 (last year 42,706). Consisted chiefly of the heavy and rough sorts, which are neglected, and had partly to be withdrawn. There is a good demand for the best flat moire kind, which are scarce, and sold at 10 to 15 per cent. higher prices. Tigers, 65 (last year 218). Fine specimens realized very high prices, medium and common plentiful and neglected. Leopards, 563 (last year 929), very much neglected and could not be sold. Australian opossums, 339,147 (last year 309,544). In strong demand, 10 to 15 per cent higher than in October last. Wombat, 11,927 (last year 4,470). Wallaby, 7,647 (last year 10,319). Both in strong demand, 25 to 30 per cent. higher."

THE CANADIAN COTTON TRADE.

Business in cotton is quite satisfactory. Though it is between seasons in a way and the mills are just now finishing up their deliveries for Spring, there is a good sorting trade doing.

In the United States most lines in dry goods have been well sold up, and several slight advances on some lines have taken place, which will tend to stiffen prices here.

The cotton market also in New York and London is firm and this has a like effect on the Canadian market.

Cotton mills in Montreal are working on full time and appear to have all the orders they will be able to fill for a couple of months. There has been a slight advance in grey and bleached ducks, due to the rise in the raw cotton.

In the retail trade the general business in both domestic and imported goods is active. Stocks are in good order and there is no speculation in buying.

It is the general opinion that cotton prices for the next 12 months will stay pretty steady. At least, there is very little likelihood of a decline.

The United States Government estimate of the cotton crop is about 9,000,000 bales, which, if found to be correct when

Bee Hive

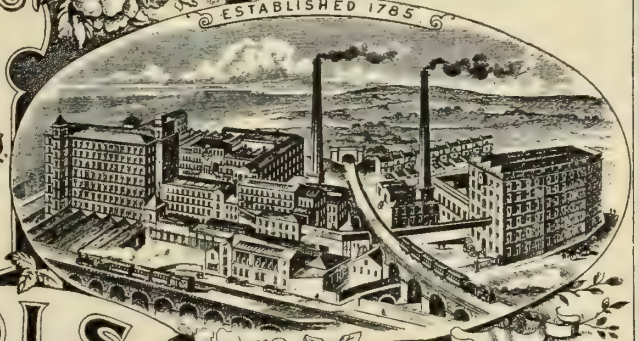
TRADE MARK

B B

REGISTERED

WHEELING,
Scotch Fingering. Berlin Fingering.
Petticoat Fingering. Soft Knitting.
Merino Fingering. Balmoral Fingering.
MERINO. ANDALUSIAN. PYRENEES.
FLEECY. LADY BETTY FLEECY.
Indiana. Dresden. Shetland
Vest & Silk Vest

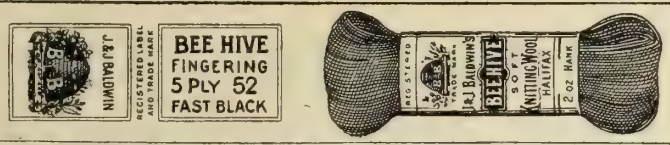
ESTABLISHED 1785



WOOLS

MANUFACTURERS

J & J. BALDWIN & PARTNERS, LIMITED. CLARK BRIDGE MILLS HALIFAX. ENGLAND.



The "DORCAS" Thimble



Made in three parts
The inner & outer STERLING SILVER
And the intermediate STEEL

HORNER'S PATENT
THE MOST
POPULAR THIMBLE
OF THE DAY

May be had from

CHAS. HORNER, Manufacturer, 29 Vyse St., Birmingham.

DO YOU STOCK THEM?

all the cotton is marketed, is sure to send up prices considerably.

On the other hand, some cotton brokers have figured out that the crop will reach between 11,000,000 and 12,000,000 bales. They state that the early marketing of cotton which has been going on is evidence of the large crop. But better informed authorities say that farmers are merely bringing in their cotton early in order to get money to pay their last year's accounts. This is in all probability the case.

The estimates given by the members of the Memphis (Tenn.) Cotton Exchange show a general average of 135 estimates of 10 560,417 bales. This can be pretty safely taken as a true estimate.

At this figure prices for 1902 will remain steady and fairly firm. No one looks for a break, at any rate; though an advance will not come as a surprise.

CANADIAN GINGHAMS, SPRING 1902 LIST.

202	6⅛	215	11¾
203	6⅜	216	11¾
204	8	217	11¾
205	10	218	11¾
206	10	219	13
207	10	220	11¾
208	10	221	14¾
209	10	222	18¾
210	10	224	36
211	11	225	36
212	11¾	Lawn 230	7
213	11¾	Chambray 95	10
214	11¾		

COLONIAL CO.'S SPRING 1902 LIST.

Prints—	
L.P. 24¼-25-in	4⅞
M.P. 28-in	7½
H.P. 31-32-in.	8
C.C. 30-in	9¾
M.K. 32-in. extra heavy navy print	10
Ducks—	
28-in. navy and white, black and white	9¾
Sateens—	
Fancy dress sateen 30-31 in.	12
Kitchener tweed—	
26 in.	9
Drills—	
Heavy 31 32 in.	12
Twills—	
87 black and white, and navy and white, 32 ins.	10
Muslin—	
35 in. fancy blouse muslin	8
Flannels—	
A.A. 27-28 in.	8
B.B. 28-29 in.	8

MAGOG, SPRING 1902 LIST.

H print	4⅞	Sateen cretonnes	15
No. 1 "	5¾	Art muslin	5
No. 2 "	7½	Corded muslin	9¾
HHH	8	A45 foulard	10
AAA aniline	8	M5 lustrins	12½
C print	9¾	Taffeta foulard	12½
SC indigo	8	Best taffeta foulard	13½
XXX "	10	No. 11 sleeve lining	8 net
DC "	10	" 22 " "	9
GC "	12	" 33 " "	10½
NN sateen	10	" 44 " "	12½
A duck	8	" 22X	10
AA "	10	" 22 embossed	12
C "	11	" OC	12
H twill	11	" OC embossed	13½
Durban drill	9¾	Coat linings	10½
XXX skirting	10	60 drill	9 net
Moreen "	10	70 "	11
Magor tweed	9	80 "	12½
Ladas tweeds	10	90 "	14
Heavy mole	15	MI print	7 net
Extra heavy mole	18½	G 38	8
NF Salisburys	8	M2	8¾
Summer suitings	8	M3	9½
NF reversibles	8	M4	8
NB suitings	8	AFA	6
Twill cretonnes	7½	Seaforth tweeds	9
Crepe "	6½	Duchess apron, 36 in.	10
Oatmeal "	9	Flags	4½ net
" "	10		

NOTES FOR STAPLE BUYERS.

The W. R. Brock Co., Limited, Montreal, print department are opening up and shipping out their first consignment of 103 print. They also have a full range of polka dot wrapperettes at 8c. The staple department have cleared out a mill stock of two lines of cotton towelling, which can be retailed at 5c.; one is a twill and the other a fancy.

The Montreal Cotton Co. have put a full range of Victoria lawns and fancy muslins on the market, for which they are experiencing a heavy demand. Some of the goods are mercerized and they are highly creditable to the concern manufacturing them. The company are also going into the manufacture of velveteens and cotton velvets, for which there is a great market in Canada.

The Dominion Cotton Co. are bringing out several new lines of printed goods for the Fall trade in wool effects.

For bleached and unbleached linen goods the Wyld-Darling Co. report a steady demand, which is much in advance of the same time last year, a better class of linens being required. Their "Beaver" brand of black and blue twill worsteds, and their "Atlantic," "Pacific" and "Trilby" serges will be much in evidence this year. A large shipment of fancy mercerized sateens has just arrived, and they now have a wide range of patterns printed by the large and best printers in the world which are sure to be much in demand. These can be sold at 25c. per yard. A line confined exclusively to themselves is their special print cloth which they have in an immense range of patterns. This line retails for 10c. a yard. Decided favorites are their range of united art goods and muslins, in which lines they are showing some special values. Other features are their cretonnes, which are shown in the choicest designs of Canadian-made goods, and a large range of single and double fold reversible cloths.

THE NOTTINGHAM LACE MARKET.

Everything points to better trade in 1902, if only the weather is favorable. First in importance, of course, is the Coronation in June. Not only in Great Britain but in Greater Britain also there will be festivities on an elaborate scale, and ladies will certainly require a large quantity of fancy articles to adorn themselves with at various functions. If the war should be over before the above-noted auspicious event takes place—which we all sincerely hope will be the case—business will be still brisker. The tension will be removed from the public mind, and money will be spent more freely. Anyhow, the feeling at the beginning of 1902 is much more optimistic than it was at the beginning of last year.

It is almost too early as yet to speak with any degree of confidence as to what will be the prevailing styles of fancy millinery laces. At present nothing has been produced which seems likely to take the place of the goods which were in favor last year with the home trade and the best centres of fashion on the Continent and America, such as valenciennes, clunies, imitation torchons, malines, and other laces and nets of superior quality. Silk laces, too, are a still more uncertain quantity.

Plain goods do not show any signs of improvement. Their position is most unsatisfactory, and no one is particularly hopeful as to their ever regaining their former popularity. Silk and cotton tulles are in about average request for millinery purposes. Stiff foundation nets are not much inquired for. Mosquito and spotted nets move in good quantities.

There is a fair amount of business being done in caps, aprons, collarettes, ruffles, blouses, etc., a large number of hands being engaged in their manufacture. This branch is one of the best in the trade, and manufacturers are hopeful of still further progress in the near future. Veilings do not appear in a very favorable light. Foreign competition is so severe that local makers have not much chance of profitable working. Irish crochet, beau ideal, and everlasting embroidery trimmings show few features of interest.—Drapers' Record.



No. 390.
$1.75 doz. net.

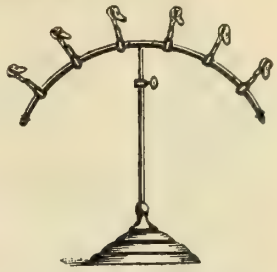


No. 391.
$2.00 doz. net.

To-day's the Day

to send for our Catalogue and make your selections,

but if you are not suited with what you see, send rough sketch and measurement of what you require and we will gladly furnish you with price and all information concerning same.



Osprey or Feather Stand,
Nickle-Plated, $2.50 each,
Brass, $2.25 each, net.



Price Ticket Stand,
7 x 9, $1.25 each, net.



No. 160.—Lace Stand,
$3.50 each, net.



No. 397.
$12.00 doz. net.



No. 397.—Special
$13.50 net.

The Toronto Brass Mfg. Co.

93-95 RICHMOND STEET WEST 'Phone M 814. ...TORONTO, ONT.

W. TAYLOR BAILEY



Upholstery Supplies, Drapery Fabrics and Brass Goods,

MANUFACTURER OF .....

Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

The New Australian Tariff in Force.

Opinions of Canadian Travellers as to How Our Trade With the Commonwealth May be Affected.



CONSIDERABLE interest is taken in Canada in the Australian tariff and the possible outcome of trade relations between the two countries. THE DRY GOODS REVIEW has received a letter from Mr. Fred Birk, who is now on a visit to the Commonwealth for Belding, Paul & Co., and who writes under date of December 30 :

"Knowing that a good many of your clients are doing and pushing trade in this market, I take the liberty of enclosing you a copy of new Commonwealth tariff, up to date, which I think would be of interest if you have space to publish it in one of your issues.

"I understand from the dry goods merchants that the dry goods tariff is finished. Trade is increasing every year with America, and especially Canada, and anybody from Canada, because of its being a sister colony and under the British Empire, gets every attention and consideration, and when the tariff is fully settled, I hope many more of our manufacturers will visit this market, and introduce their goods.

"Trade, in general, is very good in all the Provinces, except New Zealand. They have made a mistake in not entering the Commonwealth, as they are shut out of this market now."

THE TARIFF.

The following is the dry goods section of the new tariff :

	As Submitted.	As Amended.
56. Apparel and attire and articles n.e.i. —woollen or silk, or containing wool or silk, partly or wholly made up (not being piece goods) including articles cut into shape .....ad. val.	25 p.c.	25 p.c.
Not containing wool or silk, partly or wholly made up (not being piece goods), including articles cut into shape.....ad. val.	20 p.c.	25 p.c.
57. Blankets, blanketing, rugs, lap dusters and rugging, Carpets, carpeting, floor cloths and mats, n.e.i. Floor coverings (including felts and pads), and carriage mats. Curtains .....ad. val.	20 p.c.	15 p.c.
Cosies, cushions, mantel and furniture drapery and coverings, bed covers and furnishings, n.e.i., whether partly or wholly made up; frillings, rufflings, tucked lawns, pleatings and ruchings .....ad. val.	20 p.c.	20 p.c.
58. Fur and other skins, dressed or prepared, and hatter's fur.....ad. val.	15 p.c.	15 p.c.
59. Gloves, including mittens and flesh gloves .....ad. val.	20 p.c.	20 p.c.
60. Hats and caps, viz.:—		
Men's, women's, boys', and children's felt hats .....per doz.	10/ and 15 p.c.	30 p.c.
Dress hats .....per doz.	48/	30 p.c.
Hats and caps, sewn.....per doz.	3/	30 p.c.
61. Hats, caps and bonnets, n.e.i., hat and bonnet shapes, felt pullover hoods, and wigs, and other articles of natural or artificial human hair.....ad. val.	20 p.c.	20 p.c.
62. Parasols, sunshades and umbrellas, viz.:—		
Containing silk.....each	1/6 and 15 p.c.	30 p.c.
N.E.I.....each	6d. and 15 p.c.	30 p.c.
63. Piece goods, viz.:—		
Woollen, or containing wool, n.e.i. ..... ad. val.	20 p.c.	15 p.c.
Coatings, vestings, trouserings, n.e.i. flannels, and flannelettes ...ad. val.	20 p.c.	15 p.c.
Silk, or containing silk or having silk worked thereon	15 p.c.	15 p.c.
Velvets, velveteens, plushes, ribbons, galloons, lace, lace flouncings, Millinery nets and veilings—all kinds and materials .....ad. val.	15 p.c.	15 p.c.
Cottons and linens, viz.:—Blue frockings, butter and cheese cloth, calico, white and grey, drills, duck, dungaree, jeans, moleskins, oil baize, leather cloth, sheetings (including forfar, dowlas and flax), shirtings, prints, white and oxford, cambridge, and harvard, ticks, towellings, window nets and hollands.....ad. val.	10 p.c.	Free.
Corduroy, imitation moleskins, zephyrs, galateas, shirtings, not being flannelette, and denims .....ad. val.	15 p.c.	Free.
Cotton and linen piece goods, n.e.i. ..... ad. val.	15 p.c.	10 p.c.
64. Piece goods, not containing silk to be used in the manufacture of cloth made waterproof with indiarubber, pursuant to departmental by-laws ..... ad. val.	....	10 p.c.
65. Tents, tarpaulins, sails and flags ..... ad. val,	20 p.c.	Free.
66. Trimmings, mantle, dress, bonnet and hat, n.e.i. including flowers, feathers and embroideries in the piece ..... ad. val.	15 p.c.	15 p.c.
67. Yarns, partly or wholly of wool.ad. val.	15 p.c.	10 p.c.

CUSTOMS DECISIONS.

Since the promulgation of the tariff a number of decisions under it have been given, and these we quote from The Draper of Australasia :

Apparel, etc., made from imported material, and imported from one State to another—Duty to be charged on quantity or value of imported material used in making.

Buttons for adornment—25 per cent., as imitation jewellery.

Banners (societies) of silk—20 per cent.

Braids, or other such minor articles, when added to by affixing beads, etc.—As trimmings, 15 per cent.

Cotton wool in piece—15 per cent.

Corsets, containing any silk or wool—25 per cent.

Cord, lacing, eye-glass and dress—20 per cent.

Denims—10 per cent., as dungarees.

Furniture tassels—20 per cent.

Fans—20 per cent.

Gimp—15 per cent. when manufactured into trimmings.

Hats, straw—20 per cent. (Straw hats are not known as sewn.)

Linings—Free when of cotton or linen, and suitable for no other purpose than as linings.

Labels, name (woven), and coat-hangers (woven)—In the piece, containing wool, 20 per cent.; otherwise, 15 per cent. When cut up and made into sizes—If of wool or silk, 25 per cent.; otherwise, 20 per cent.

Rollers (shade), of metal and wood—As manufactured of metals, n.e.i., 25 per cent.

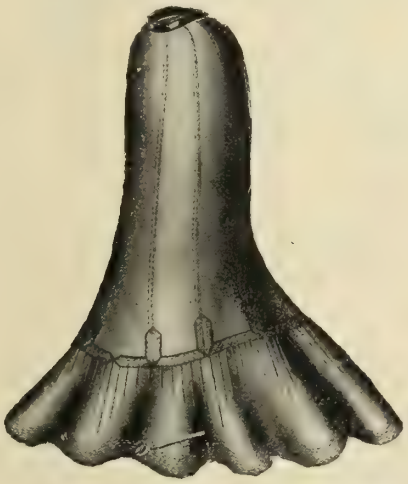
Star Skirt Co.

14TH STREET AND 5TH AVENUE

New York.



LOT 1218—Fine Peau de Soie, corded and hemstitched, with silk ribbon ruffle. . . Price, $8.50



Fine Broadcloth Drop Skirt, with tucked flounce, tailor-made. . . . Price, $6.50



LOT 1208—Fine Taffeta Skirt, open work hemstitching, with double ruched ruffle. . Price, $7.00

FULL LINE OF WALKING AND DRESS SKIRTS

Ranging in Price from $1.00 to $50.00 Each.

When in town call and examine our large assortment of fine wax figures



Our wax figures are made of the very best pure wax. Each head weighs 6 to 8 lbs., and has 5 ozs. of real human hair, Brown, Blonde, Auburn, White, Grey, or Black. Impervious to either heat or cold and our new process of coloring face does not rub off nor fade and can be washed.

ALL SORTS OF REPAIRS NEATLY AND PROMPTLY ATTENDED TO.





Delfosse & Co.,

1782 Notre Dame St., - - MONTREAL.

We also have on hand and manufacture a large variety of Artificial Plants, Flowers, Easter Lilies and naturally prepared Palms and Macrozinia, and Cycos plants. Wholesale only.

WRITE US FOR QUOTATIONS.

AUSTRALIAN TARIFF—Continued.

Slippers—Up to and including children's No. 6, 25 per cent.; over, composite rates.

Shirtings and trouserings—Must be either 20 per cent. or 10 per cent.

Sateens—15 per cent.

Soles, boot (rubber)—25 per cent.

Travellers' samples, transferred from State to State—Difference between duty previously paid and Commonwealth duty (if any) must be paid; or, if previously free and now dutiable, duty must be paid; when duty has once been paid they may be transferred from State to State free of duty on inter-State certificates.

Table covers, all kinds—20 per cent.

Unspecified manufactures of textile materials—Not to be under fancy goods, but under No. 57.

Value for duty (Section 154, Customs Act, 1901).

The following charges to be included: Casing and packing, inland carriage, dock dues.

The following charges to be excluded: Agents' charges, insurance, bank exchange, bills of lading, interest, buying commission, postage and petties, brokerage, sea freight.

Value of duty of goods passing from one State to another, and which were originally imported from outside the Commonwealth—Original invoice, with statutory additions.

Wallets, pocket; books, pocket (manufactured stationery)—25 per cent.

Webbings, including girth and other—Free.

Speaking to Mr. Evans, who has been representing E. & S. Currie, neckwear manufacturers, Toronto, in the Australasian colonies, THE DRY GOODS REVIEW learned something about the new tariff from the standpoint of an outside traveller. Mr. Evans said:

"The new Australian Tariff Bill has at last come through, and, as was to be expected, we hear that it is creating considerable excitement. The feeling against the proposed tariff is particularly strong in New South Wales, where, it is declared the fight against it must continue until the next election. The free traders denounce the Bill as a protectionist measure, while the Ministers reply that high duties are necessary for revenue.

"A glance at the duties from the standpoint of an outsider will show that in certain lines it savors very much of protection. For instance, such items as Italians, silesias, linings, pocketings, buckrams, French canvas, etc., which are used in the manufacture of clothing, are on the free list. The duties on boots and shoes range from 9s. per pair and 15 per cent. ad valorem to 20s. per pair and 15 per cent. ad valorem, while on hats the range is from 10s. per doz. and 15 per cent. to 48s. per doz. and 15 per cent. What greater protection could the manufacturers of these lines desire?

"The duties on piece goods are fairly moderate, as, for example, shirtings, flannels, etc., 20 per cent.; silk, or materials containing silk, 15 per cent.; velvets, velveteens, ribbons, etc., 15 per cent.; cottons and linen piece goods, from 10 to 15 per cent. On apparel and articles of attire, the average duty would be about 25 per cent.

"Narcotics and stimulants have been hit pretty hard. The Ministers figure on deriving a considerable portion of the revenue necessary for the running of the affairs of the Commonwealth from these sources.

"The following are some of the items in which Canada is particularly interested: Canadian flour is hit heavily, and is practically excluded, except in the event of an exceedingly poor Australian harvest. Our lower grades of boots and shoes will suffer with the new tariff as per memo. above. Reapers and binders are free, while other implements have 15 per cent. against them. In these lines, our Canadian trade will not be affected at all. Bicycles, in which line we have been doing a good share of the business in Australasia, are to be taxed 20 per cent. The parts are to go in at 15 per cent., which will not help the local manufacturers greatly. Twenty-five per cent. on rubber shoes will not keep the Canadian article out at present. Canadian cottons at 10 and 15 per cent. will not be be affected, and will no doubt go in as freely as heretofore. The tax of £1 per ton on printing paper was not looked for. Pulp, however, is free, so if Canada loses her market for paper she will get one for pulp.

"Under the new tariff, our market for timber will, if anything, be improved, as the New Zealand timber, hitherto free, has had the duty placed on it.

"The articles of apparel which Canadian manufacturers have been shipping to that market are not likely to be interfered with, as 25 per cent. is practically what the duty in five out of the six colonies has been for several years past, and, besides, if local manufacturing is started in these lines it will be some time before the difficulties presented by the labor question can be surmounted."

BELTS FOR LADIES' TRADE.

Several popular and ready-selling belts are being shown for this Spring's trade by Phillips & Wrinch. The leading line is the "Brilliancy" girdle belt fitted with a buckle that enables it to fit closely to the figure, a feature possessed by no other belt. They can be had in all colors, but black is the most popular shade. Their selling price is $1.25. To retail out at 50c., they have some extra good values in their snaffle belt of folded satin, mostly black, a folded velvet belt with a steel buckle, and a dainty rosette belt, all of which find themselves favorites with a large number of people. Belts made in tucked and folded effects are very fashionable, as are also elastic belts, that are being shown studded with steel beads. Leather belts also may be included amongst the best sellers. The "Newport Roll" is the leading and most fashionable comb, without a doubt. It can be had in a very stylish effect, in both back and side combs, and is sold at popular prices. Rosette buckles give a very stylish and neat effect which makes them quite the superiors of any buckle on the market. Their popularity is evidenced by their ready sale. In chatelaine bags, both beaded and leather will be worn, the beaded effects being the most stylish. Their reasonable prices are sure to make them exceptionally good sellers. The sale of their "Cushion Grip" hose supporters continue to increase. This is undoubtedly the very best hose supporter on the market. This house announce that towards the end of the month a number of new novelties will be ready in good time for the millinery openings.

Mr. Cliffe, representing Hitchcock, Williams & Co., of London, is expected to arrive in Montreal toward the end of April.

A price list has been issued for the patent Duchess belt by John Macdonald & Co., and dealers who desire one may have it by application. Prices range from $2.25 to $4.50 per dozen.

B.494
FEB 28 1902
RETURNED

The W. R. Brock Company, (Limited)

LATE JAMES JOHNSTON & CO.,

MONTREAL.

February Specials.

WE HAVE OPENED UP A COMPLETE

RIBBON, LACE AND FANCY TRIMMING DEPARTMENT.

We sell more Ribbons than any other Dry Goods House in Canada, and **Ribbons are Correct for Spring.**

SATTEENS AND MERCERIZED SATANAS

In all Shades and Qualities, **NOW** in stock.

See Our New Carpet and House Furnishing Department

WE HAVE OPENED UP A NEW STOCK.

Waists

Silk, Cotton, Flannel, Albatross and Cashmere.



NOW that waists are an established fact and have long passed the experimental stage, the Canadian retailer has become educated to the careful buying of these garments, and goods in our stores in this line may be seen as stylish and as moderate in price as can be found anywhere in the United States. Canadian manufacturers are thoroughly up to date in every way and can fill orders in the shortest possible time, so it is advisable to caution the retailer not to buy too heavily at the commencement of each season, but to try several lines in small quantities, until he finds which is most suitable for his particular trade.

Misses' waists are in good demand, and one manufacturer is showing a very handsome range of these goods made up in taffeta and soft silks. It is likely that the best demand for these garments will be found on the medium-priced goods, so that the retailer can sell them at $3 to $5 with a good profit.

STYLES FOR SPRING

Needlework is again to the front in waists, pintucks and figure eight work prodominating. The "Gibson" waist is considered to be good property also for Spring. It is a plain waist with large tucks overlapping the shoulders and continuing to the waist.

In muslins, the three-quarter sleeve may have a fair run for the warm weather, and there is no doubt but that there will be a demand for them in the higher-priced goods. It will be advisable, however, to buy lightly.

Soft collars and cuffs will be the leading style for this coming Summer's trade, and good authorities are looking for a falling off in the stiff canvas interlining.

Soft silks, like peau de soie, louisine and liberty, have sold better to the trade than ever before, many colored mervellieux being taken already by large waist houses. Sky-blue, white and pink are the shades most in demand, although many old rose, violet, helio, turquoise, cardinals and canary were ordered, and considered good, salable shades.

Most large retailers have bought one taffeta line at a price low enough, to sell as a leader at $5, and still leave a good profit. This was an experiment last season, and was so successful that good-sized orders are now being placed.

AN OPINION OF STYLES.

This will certainly be the heaviest season in all classes of waists that has ever happened, said a leading manufacturer. The orders are plentiful and inclined to be heavier than last year. In all cases the customer wants his goods in early, more to see what to repeat on. Others are asking for confirmation of orders to insure speedy delivery if possible. The mills are working steadily on manufacturers' repeats, and the outlook is that there will be a shortage of the better class of goods.

Styles are fairly well defined. The large cuff is destined to meet an early death. Although some makers are continuing to show them, the concensus of opinion goes to show that the lighter a cuff is the more desirable, especially when it is a season when short sleeves and low necks are struggling for existence.

Embroidered effects are well to the fore; in fact, strong leaders, and will be found good property.

NOTES OF CURRENT TRADE

Taffetas will be as good as ever. The best make in them is said to be the Italian. But taffetas are not what they used to be; the rustling effect has all gone, and now it is merely a silk with a soft finish. But it wears well, and has, perhaps, the best appearance of any silk.

In soft-finished goods, louisine is considered the best, but this is only because it has the taffeta effect. However, it is really not more desirable than taffeta. Peau de soie is about the only fabric that can in any way take the place of taffeta. Taffeta peau de soie is, in fact, the best thing out, but for the Canadian market it has as yet not proven suitable. But, however taffeta is used, it must have a soft finish. Silk manufacturers must never forget to produce the taffeta effect.

One of the newest articles to be made by machine, and one which has been least successful when made by hand, is the shirt-waist suit. This garment is made mostly in albatross, but also in peau de soie, taffeta, etc., in the brightest shades, with frills and ruffles in chiffon and other trimmings and artistic laces, the whole suit not having a stitch of hand-work in it.

Up-to-date shirt waist manufacturers have greatly lessened the number of dressmakers. They make the best-fitting garment and the most fashionable, and all is done by machine, the result being a beautifully-made garment. The effects produced by the latest machines—embroideries, appliques, dots, etc.—cannot be distinguished from the hand-made work. Indeed, some of the machine work one can scarcely imagine being done by hand.

The stock collar on ladies' waists is a thing of the past. The soft stock collar is not a feasible or serviceable neckwear for Summer, being too clumsy. Stewart, Allan & LeMaistre have brought into vogue and give away with their waists a collar that will prove a drawing card—which will prove to be one of the leading features of the season. This firm report a heavier business in all lines of ladies' waists. They were the last makers out to show samples, and have gathered the proverbial quantity of crumbs.

A new and very desirable thing in waists, skirts, etc., is the embroidered work, or, as it is called, applique effect. By this a material can be, in appearance, changed to any color the manufacturer desires. It allows of the richest combinations, and is particularly suitable for evening wear. Under the hands of an artistic embroiderer black becomes white, and vice versa, green becomes turquoise, old rose becomes grey, and the beautiful flowers and other patterns which can be produced in applique by the machine furnish a variety of design in skirts or waists from which any woman can be suited.

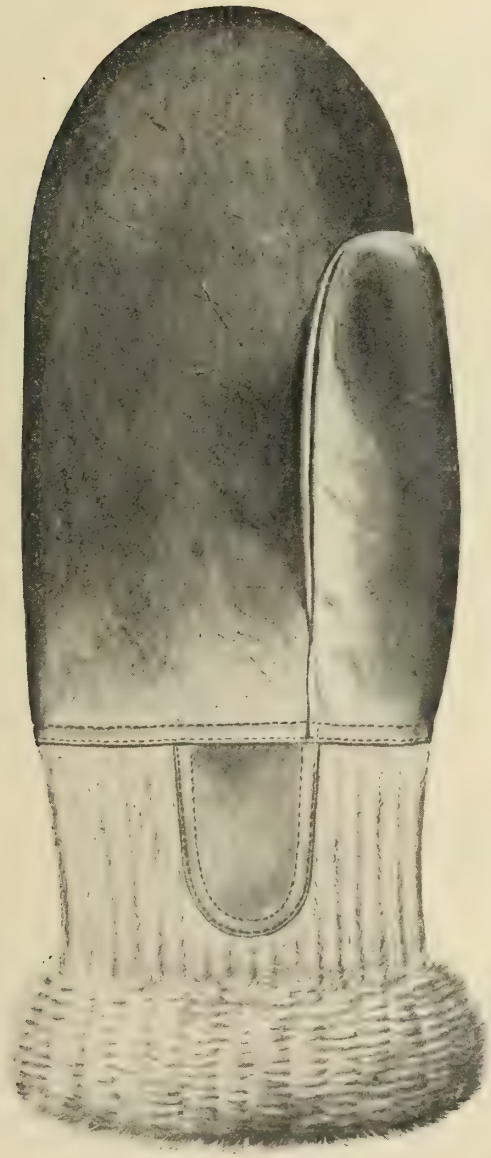
The New York Silk Waist Co. are showing five styles of the new "Gibson" waist, which is so much admired now, and they have been taken rapidly for Spring by the trade. These waists have doubtless come to stay for more than one season, and should be shown by all up-to-date retailers. They are extremely popular in the United States and are sure to have a run this Summer. A complete range of misses' waists has been added to the range, and, although only a few of the trade have seen them, several orders have been placed, and it looks as though this was to grow into a pretty large business. In embroidered waists several good leaders are shown in styles

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To Montreal Office
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Knitted Mitt

MULESKIN
PALMED



No. 260.

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The Hudson Bay Knitting Co.

MONTREAL

buttoned up the back and with open front. The former ar almost as popular as the open-front waists, and a good season can be safely predicted for them. The company have now their new premises at 40 St. Antoine street in running order, and are turning out orders as fast as they come in. They make a specialty of 15-day deliveries.

Shirt waists will be as strong as ever this year. Albatross is one of the newest materials used in them. It is all wool, light and unshrinkable, and made in all the lightest shades for Summer wear ; it wears well, has a dressy effect, and is one of the most promising cloths on the market. It is claimed that albatross will take the place of lawn in waists, being of a lighter weight if used unlined, and having a finer effect. For outing or for seashore wear it is very comfortable, not being spoiled by water, sand or perspiration, keeping its color and washing easily. These many excellent qualities being known, there is little doubt of the ultimate success of this cloth. The American Silk Waist Co. say that they have sold more of this goods for waists than of any other material this season. Hardly a house of any pretensions but has invested heavily in them.

The American Silk Waist Co. are having ready sales on their $15 taffeta waists. Taffeta skirts from $35 to $50 and taffeta jackets at $20 are shown in large variety. The style of these waists is developing rapidly. They are becoming neater and neater in appearance, and, as to comfort, they can hardly be improved upon. New designs in the fashionable flare and train skirts are shown, with ruchings, rufflings, ribbons, pinkings and all sorts of fancy work. They have brought their shipping methods to about perfection. Capital lately invested has enabled Mr. Cars to carry a big stock of all sorts of goods, to place in the latest and most expensive machinery and to employ the assistance of the best-trained men that money can procure in every department. The company now make it a specialty to be prompt in filling orders. An instance of this may be seen in a letter from one of the largest Ontario firms, which was received on January 25. It says : "Goods arrived to-day. Thank you for promptness in shipping."

APPLYING FOR INCORPORATION.

The well-known Winnipeg house of Robinson & Co. are applying for incorporation under the name of "Robinson & Co., Limited." The capital stock of the new company is to be $250,000. The applicants are Jerry Robinson, George Robinson, John W. Little, W. M. LePage, W. P. Moss, T. H. Slater and W. H. Moss. The provisional directors are Jerry Robinson, John W. Little, W. M. LePage and W. P. Moss.

MR. GEO. B. FRASER CHOSEN.

The Montreal Wholesale Dry Goods Association selected Mr. Geo. B. Fraser, of Messrs. S. Greenshields, Son & Co., as the Association's representative for election to the council of the Montreal Board of Trade. Mr. Fraser will accordingly fill that position during 1902 to the credit of himself and the advantage of the trade he represents.

If a write-up in a local paper is not pretty well done the store gets little from it. In looking over an article upon the establishment of James Paton & Co. in a Charlottetown paper one is struck by the excellence of the writing—it is descriptive, but not verbose, full of information, and with a certain absence of mere puffing, which is of advantage. No store in Canada has a better Christmas display or trade than Messrs. Paton & Co.

Dress Goods.

THE January business in dress goods has been highly satisfactory. Not only have the staple lines been in frequent inquiry, but many novelty fabrics and new patterns for Spring and Summer seem to be well liked and are in good demand.

There is a good demand for plain stuffs. Plain cashmere is moving out very rapidly. In this particular line much of the demand is, doubtless, due to the state of the wool markets. Prices are very firm, and the trade has apparently recognized the fact that higher prices may easily be secured later on, so they wisely order before any advance has been made.

Another class of goods, which, in the coming Fall season, may take a much stronger tone, are velveteens. These are reported to be rather scarce now, and for the Fall trade are likely to be more so.

All kinds of sheer dress goods are selling well—better than usual. Eoliennes, veiling and many other fabrics of the lightest weight are in demand. Some new patterns in the latter are decidedly artistic, and are rapidly making an important place for themselves in the trade. The designs in these goods are in a great measure of the stripe order. Self-colored stripes are very often seen, and make a handsome cloth. In the lighter crepe fabrics they are in heavy demand.

Besides the all-wool crepes there are an unusual number of taking novelties in silk warp crepes. There has apparently been the design in these goods to produce as silky an effect as possible. At anyrate, much of the silk warp has been brought to the surface of the fabric, and the result is rather pleasing.

Eoliennes and grenadines are also in good demand, and other sheer goods are moving out in sufficient quantities to warrant the belief that there is to be an unusual sale of light fabrics for the coming Spring trade.

But, notwithstanding the large business done on the lightest goods, heavier cloths have received their share of inquiries during the month. Most of these orders have been in but moderate quantities for immediate requirements, but still the general demand brought out a considerable quantity of goods.

Broadcloths and venetians have perhaps had the preference, although good orders have been placed for cheviots.

Among the best colors in dress goods are the popular biscuit shades, a variety of which is shown, and two new shades in slate color. These are subdued, but rich shades, which are likely to become leaders in the Spring retail trade. Robin's egg blue must not be forgotten. It is selling, if anything, better than was expected of it. Reseda, though numbered among the favorites, is not at present in as good demand as the rest.

CURRENT NOTES OF THE TRADE.

In their silk department, the W. R. Brock Company, Limited, Toronto, are busy filling orders for Spring, and claim to be very much ahead of a year ago in the matter of sales, which is largely, if not entirely, due to the extensiveness of their ranges, and the special values they are able to offer in staple lines that are in daily demand, such as taffetas, tamolines, surahs, satins, peau de soies, mervs, etc., in which they have leading numbers to retail at popular prices, and a full

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Reliable Silk Waists

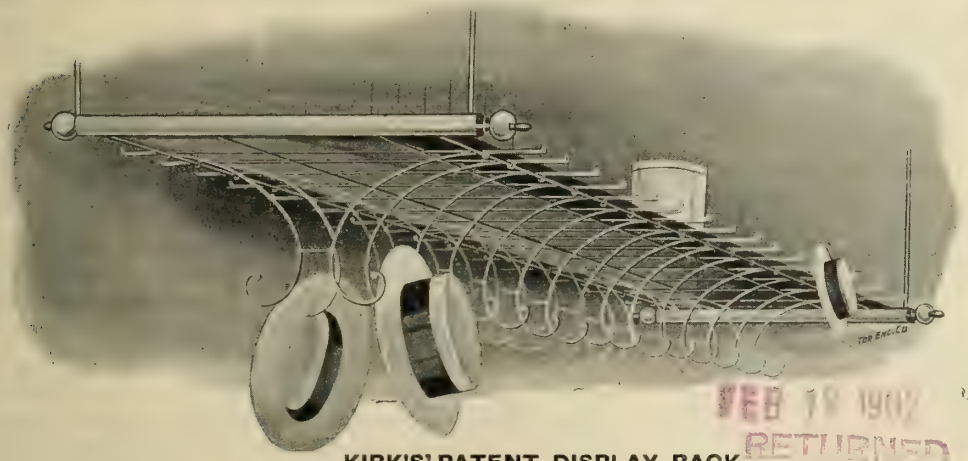
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CLOTHING FORMS,
GLASS COUNTERS,
SHOW CASES,
MIRRORS, RIBBON
AND GLOVE CABINETS,
MILLINERY AND
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We can interest buyers visiting Montreal during February and March, with the highest grade novelties in Ladies' Waists that are made in Canada.

We do not make cheap goods.

Stewart, Allen & LeMaistre

67 Latour Street, MONTREAL.

P.S.---Newest designs and immediate delivery in Men's Shirts.

variety of shades. In addition to staple lines of silks, the Brock Company have a most comprehensive representation of fancies, suitable for blouses, dresses and evening gowns, in every conceivable combination of color and pattern to retail at from 25c. a yard to $2.50. In this department, they make special preparation to meet the demands of the millinery trade, and, amongst other lines meriting attention, would lay particular stress on three lines of silk chiffons, which they are showing in a complete range of shades.

That "coming events cast their shadows before" is being proved in a most satisfactory and substantial manner in the dress goods department of the W. R. Brock Company, Limited, Toronto. Never in the firm's history have they found themselves so busy, and filled with orders at this season of the year. And it is a specially pleasing feature that nearly every order is accompanied with a demand for immediate delivery, and, in many instances, there closely follows after the shipment of the original order a request to have many of the lines duplicated, which proves that not only are the goods required for Spring trade, but that they are already inquired for, and bought up as received. Such is the case with quite a variety of materials, but we will confine ourselves to a few of the most noticeable, which are prominent in popularity now, and likely to continue so. First in order, we would mention a variety of soft-clinging materials, of which this firm are showing an unequalled collection in black and the various shades made prominent by their demand, such as voiles, crepe de chines, nuns veilings, velours, crepinettes, henriettas, cashmeres, etc. Black silk grenadines are also pre-eminently popular, and show every indication of maintaining their position. Smooth-faced goods, such as venetians, sedans, boxcloths, amazons, etc., may also be counted on, and the Brock Company are fully prepared in this respect to compete with all comers. In the more staple class of dress materials, this firm maintain their reputation of leading, and is showing very special values in materials suitable for tailor-made costumes and skirts, such as homespuns, friezes, cheviots, serges, concordias, etc. A request for samples of these will be promptly responded to, and a comparison quickly prove that their claims are correct. Judging by indications, the Spring of 1902 is likely to prove one of the greatest dress goods seasons on record, and, in this respect, the W. R. Brock Company's reputation will be more than maintained.

The Wyld-Darling Co. are showing the latest novelties of the season in their dress goods department, amongst the chief features being panne satin cloths, soleils, venetians, broadcloths, poplins, cheviots, friezes and homespuns, mostly all of these having a very bright waterproof silk finish. They also have a very bright finished cloth, the "Emfir," which already is selling very freely, as are also the others. Their noted numbers in cheviots, D17, D18, D19, D20, and D21, coming in browns, castors, navys, old rose and blacks are special favorites, as are also their colored cashmeres C78 and C79 which are stocked in all their leading colors. Some 39 and 40-inch serges are also shown as special lines and are selling very freely to retail at 25 cents, and some 44-inch Coronation, and some 56-inch Victors are found in greys, blues and blacks. Voiles, albatross, and Cawdon crepes will be much used for light-weight fabrics. A range of these goods is shown in all the latest colorings. Special values in their silk department may be had in peau de soie, taffetas, satins, armures, tamoline and surahs. Velveteens are a special feature of this house and they have a complete range of blacks and colors, including their special "Empress" brand in stock.

The range of dress goods shown by John Macdonald & Co. is at this season in perfect shape with the newest things in black and colored fabrics. In cashmeres, exceptional values are shown as well as in voiles, royalettes, boxcloths, venetians, grenadines, silk laces, silk sublime, in all colors, costume cloths, and mohairs. In the white goods section there is a big demand for Victoria lawns, India linens, nainsooks, French organdies, dimities, Swiss spot muslins, satin checks, etc. In silks, John Macdonald & Co. show a special line of colored taffeta silks, including old rose, brown, imperial blue. In black taffetas, all priced lines are in stock, from 37½c. to $1 a yard, including a new shipment of their own 594, guaranteed quality, to retail at $1. A fresh supply of black peau de soie at 75c. has been received. In velveteen, the department has a complete range.

The W. R. Brock Co., Limited, Montreal, are showing the largest range in Canada of American, Scotch, English and French organdies, unsurpassed for designs and qualities. They have also a complete range of taffetas and tamolines in colors and blacks. Peau de soie they are offering some special prices in. They are also showing a nice range of voiles in dress goods.

Business in this line is reported by S. Greenshields, Son & Co. to be very good. All plain stuffs are moving well. There is a big run on plain cashmere, which will be popular for dresses this Spring. No doubt, this demand is also due to the coming rise in price of cashmeres. Voiles, grenadines and all sheer light goods are selling well, as are lustres, crepe de chines, and taffeta and tamoline silks. They are showing a new cloth, Japanese goods, in silk stripe with beautiful patterns, which will likely be a feature of the Spring trade. These goods have a soft, rich effect, and the various colors used in the designs are admired for their delicacy and harmonizing qualities. Velveteens will be good for the Fall business. They are said to be scarce. Priestley's plain and fancy black dress goods are, as usual, in heavy demand, in grenadines, voiles, bengalines, etc. The popular shades for Spring, according to the buying, are slate and biscuit. Two shades of the former are shown. Robin's egg blue is another good color.

THE "BABY" AND THE "BROWNIE."

The Brock Co., Toronto, have just passed into stock the "Baby" garment fastener and the "Brownie" hook and eye. Both of these can be had in black or white, and are the smallest sizes made in their respective lines. There is a great demand for both, and they have been scarce.

Wacks Bros., Leicester, Eng., are represented in Canada by R. Flaws & Son, Toronto.

In the smallware department of The Gault Brothers Co. an assortment of narrow-frilled ruches, which has just been opened up, is meeting with a rapid sale. These will doubtless be in great demand for trimming purposes. There is also a large variety of ruching in all widths, for capes, etc. Among the specials in embroidery and lace, their travellers are showing some loom ends in box lots, which it would be advisable for dealers to see. New patterns in silk and vandyke insertions in black and white are among the quick sellers of the department. There is also a large range of "Escurial" laces on view. Very interesting are the ready-made goods in the smallware department. There are a number of special values in exclusive designs among them, and buyers should look them up right away, for they are being picked up rapidly.

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DRY GOODS AND MILLINERY

Dress Goods, Cloth, Tweeds, Drills, Ducks,
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Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

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"Pre-Eminent" Dress Stays

"NUFF SAID."

If you do not, buy some and see how well pleased you will be with them. Your customers will also be well pleased, which is, after all, the important point. Mostly all jobbers have them. If yours has not, write us direct.

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Long distance equipment increases the speed, and cuts down overtime charges.

The Contract Department will furnish particulars.

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HON. GEO. A. COX, President.
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C. C. FOSTER, Secretary.

Gloves
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EXPANSION IS MY MOTTO.

The rapidly increasing popularity of our lines has won for me the best trade in Canada.

Our Traveller will call on you shortly.

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ARE SOLD BY ALL THE LEADING STORES THROUGHOUT CANADA.

What has made them so popular with the trade?

The **FIT** and **QUALITY,** backed up by the maker's guarantee with every pair.

WE HAVE NOW IN STOCK a large assortment for

SPRING 1902

and can fill all orders for the latest Styles and Colors promptly.

Handle this line during the year and your Glove Department will show handsome profits.

S. GREENSHIELDS, SON & CO.

Sole Selling Agents for Canada. MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

CANADA'S OPPORTUNITY—IS IT BEING FULLY GRASPED?

Some Practical Suggestions from a Business Standpoint as to what the Dominion Might Do.

By Mr James D. Allan, Vice-President of the Toronto Board of Trade.

READERS of THE REVIEW by consulting their files of the journal will find in the issue of March, 1897, "What Canada ought now to do," and, in November, 1897, a statement of the position Canada occupied in Britain as then viewed by the writer, with some suggestions as to the course we should pursue to increase the knowledge of Canada by the people of Britain and thus induce a larger interest in us and our products. It is pleasant to know that in some measure the course since followed has been along the lines then suggested and has resulted in a better knowledge of the country and a larger increased sale for our products in Britain, but, notwithstanding the very gratifying addition to our volume of trade, it can be claimed we are only now touching the fringe of possibilities in this direction, and it is the intention of this article to outline how little we are doing, compared with other colonies less favorably situated, and the means to be adopted for increasing the sale of Canadian products.

The time is opportune for this in view of the increased attention given to it by the British press, and the recent letter of Lord Strathcona, which begins "Englishmen note the progress of Anglo-Canadian trade under the preferential tariff." That Canada's export trade with Britain, notwithstanding its rapid increase, is susceptible of enormous expansion is a proposition that none acquainted with the wants of Britain in the way of food products will dispute, while in the way of raw materials for the various trades, and even of manufactured goods that await introduction to her markets, a most inviting and profitable field for development is presented. But the practical solution of the accomplishment of this in a permanent and acceptable manner has not yet been presented.

Mr. Smart, Deputy Minister of the Interior, is at present in London, and, in an interview published in The Standard, giving an interesting account of settlement in Manitoba and the Northwest Territories and British Columbia, speaks of the vast acreage awaiting cultivation, and gives statistics of the abundant harvest of last year, all of which is pleasant reading, but does not carry with it the weight that practical evidence of the quality of Canadian products, if people could have personal inspection of them, would do. And this can be done by bringing the exporter and importer into closer touch and furnishing indisputable proof of the excellence of Canada's products. Competition in trade has become so keen between all producing countries that the most attractive methods must be resorted to if we wish to be in the vanguard of the world's commerce as an exporting country.

While the total value of our exports to Britain has enormously increased in the past few years, it cannot be doubted, if trade had been pushed in the energetic manner pursued by commercial houses, its volume now would be far in excess of the present amount.

PUSHING PRODUCTS AS CANADIAN IN ORIGIN.

For many years the condition of the Canadian export trade with Britain, as contrasted with that of competing countries, has been observed with interest by the writer, who has often noted with regret the small volume of our products that has been known to the British consumer as the product of Canada. In proof of this, the consumption of food products grown in Canada by Britain in 1899, exclusive of wheat and flour, was about $38,000,000 in value, and cattle and sheep the value of which was about $8,000,000. Not one-quarter of this was known to the British consumer as the product of Canada. In the same year, of eggs exported to the value of $1,300,000, only $64,000 is given in the Government trade returns of the United Kingdom as the total value of all Canadian shipments, the balance shipped from an American port being entered as United States exports.

Canadians must then consider (1) how they can increase the already established trade and what market exists for products not yet introduced to the British consumer; (2) what products have been exported previously of inferior quality and known as Canadian that have produced a prejudice against our commodities; (3) where such exists, its removal is of absolute necessity; (4) the branding as Canadian of all produce exported by Canada, and the official recording of the country of origin by British officials.

NEED OF A COMMERCIAL HEADQUARTERS.

The writer saw with pleasure the interest manifested in Canadian products at the recent Glasgow Exhibition, strengthening the idea advanced in your issue of March, 1897, in favor of "the establishment of depots in congested centres of population, where samples of products and practical information could be given direct to inquirers." In the same article, it was stated, "from a commercial standpoint, the location of the Canadian Office in London is a mistake." Apparently, "the powers that be" have recognized this, if reports in the press be correct that Mr. Smart was looking for eligible premises in the "City" for the location of the emigration branch of the service. It is to be hoped that this information is correct, and premises sufficiently commodious for a commercial headquarters for Canada be secured in which:

1. A display of all classes of Canadian produce could be made, including those placed in cold storage, the latter a most important addition for arousing the interest of consumers, as was proven in the Glasgow Exhibition, where the system was shown in the Canadian department.

2. The supplying of all information relating to Canada by men who are native Canadians, who have personal knowledge of existing conditions and are able to point out the advantages and correct false impressions regarding the country; these men to have had commercial training fitting them for discovering outlets for our exports, as well as securing emigrants.

3. The establishment of an exhibition of Canadian manufactures, permanent in its nature, where all things of economic and industrial value would be shown.

4. The opening of a high-class restaurant, distinctly Canadian, in which only Canadian food products would be served.

5. The opening of a bakery in which only Canadian flour would be used, thus establishing the superior qualities of our flour in the minds of British consumers, of which at present

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" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que	Sherbrooke House
"	Walker House
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Millions of satisfied wearers of "P. D." all over the world testify to the fact that there are no Corsets their equal for style, comfort and durability.

No other straight front Corset shows such correct hygienic lines as "P. D." All first-class retailers stock "P. D." Corsets and find them sellers.

For Samples and Prices write

KONIG & STUFFMANN
Sole Agents for Canada
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SAMPLES OF
"Maritime" Wrappers
In
Percale and Muslin

For SPRING and SUMMER of 1902,

are now being shown to the trade. They are unexcelled.

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WOODSTOCK, N.B.

STANFIELD'S

STANFIELD'S UNSHRINKABLE UNDERWEAR is made to fit the body without a wrinkle. It will not shrink with washing, or stretch with wear. Always a perfect fit. Always comfortable. Manufactured by THE TRURO KNITTING MILLS CO., LIMITED, TRURO, N.S., from the best long-fibred combed Nova Scotia wool. This wool being long does not require to be twisted as hard as other wools. The result is a softer, more flexible and far more durable garment. STANFIELD'S is sold direct to the RETAIL TRADE. Our samples for Fall 1902 will be shown in a few days by our travellers. Your inspection will please us. Orders will follow.

PROPRIETORS OF PATENT No. 73734.

TRURO KNITTING MILLS CO., LIMITED
Truro, N.S.

they are ignorant, because in the British statistics it appears under the head of "American."

THE VALUE OF COLD STORAGE.

The application of cold storage in the transportation of our fruits, so that they would retain their fresh appearance, would enable us to build up a remunerative trade where at present we do nothing. The writer saw South Australian apples selling in Vienna as high as 10c. each, and eagerly sought after. But it would be necessary to pay careful attention to packing. These were packed in wooden cases, each containing 100 apples, every apple wrapped in tissue paper and packed in corn husks. Estimate the profit in a trade such as this from Canada, scarcely one-third the distance! Another article we should find profitable to export is condensed milk, of which Britain imported in 1900 about $7,250,000 worth—not one dollar's worth from Canada!

The British imports of pears in 1900 were valued at $1,300,000, of plums, $1,500,000, of cherries, $750,000. So far we have had no share in supplying these.

In 1900 Britain imported cheese to the value of about $90,000,000; butter, $30,000,000. In both these Canada should easily treble her exports if the British consumer was made better acquainted with the merits of these articles.

WHAT AUSTRALIA HAS DONE.

The volume of trade in beef and mutton that could be developed with favorable transportation facilities existing would surprise us. An idea of its volume can be appreciated by quoting from the returns of the frozen meat trade of 1901, published by W. Weddell & Co., London, Eng.:

	Beef, quarters.	Lamb, carcasses.	Mutton, carcasses.
Australia	160,744	429,903	796,655
New Zealand	140,300	1,396,886	1,838,333
River Platte	440,864	3,266	2,630,839

To carry this immense volume of trade there are engaged from Australia 62 steamers, with an aggregate capacity of 2,616,490 carcasses of mutton; from New Zealand, 39 steamers, with a capacity of 3,124,800 carcasses; from River Platte, 36 steamers, with a capacity of 1,443,000 carcasses; all of these being specially fitted with refrigerating machinery.

With the establishment of abattoirs in Canada and proper cold storage transportation facilities provided, a considerable proportion of this trade should be secured by us, the profit of which would be greater than that of the countries named, because of our greater proximity to the British market. In addition to this we would receive full credit for the product, and with proper care in maintaining a high standard of quality should, in a short time, find greater favor with the consumer than that from countries much more distant.

IMPORTANCE OF INCREASING EXPORTS

The necessity for securing larger markets is forced upon us by our constantly increasing capacity to furnish food supplies, the opening up of new production areas in Ontario and the great Northwest, where, during the past year, the abundant harvest overtaxed all facilities for handling it, the constant influx of settlers annually adding greatly to the producing area. Who can measure the producing possibilities of that vast unoccupied territory of 1,600,000 square miles as yet unorganized, the product of which will soon swell the volume of our trade to figures that will make our present returns seem trivial? Believing this, let us not forget that distribution of our products in the best markets should go hand-in-hand with their production, if it is to be made profitable for the producer. While we do not minimize the importance of securing emigrants, it will be fatal to our progress if we forget that the objective point of all production is consumption. And to reach the consumer at the smallest possible cost, and in the most effective manner, secures to the producer the maximum of profit, and the increasing keenness of competition between producing countries leaves the greater success of any dependent upon the skill and shrewdness of the men who manage the distribution.

A PLEASANT SOCIAL OCCASION.

THE Montreal Waterproof Clothing Co., Montreal, held their third annual banquet in Welsh's Cafe, on New Year's Eve., when about 150 guests and members of the staff partook of Mr. Wener's hospitality. Mr. Wener is a young man to be at the head of the largest waterproof manufactory in Canada, but his mercantile campaign is consistently characterized by an energy and common sense worthy of an older man, and his holdling of these annual affairs is only an example of the farsightedness he has shown in building up his trade. While these banquets must be regarded as approaches to annual thanksgivings, nevertheless they serve to bring employer and employe into valuable communication and to instil into the minds of every one present an irrepressible pride in the firm and an implicit confidence in the "chief."

To say that the affair was successful is putting it mildly indeed. Proceedings commenced about 8.30 o'clock and ended at all hours. Mr. H. E Davis, the "star" traveller of the firm was in the chair, and to his right sat Mr. H. Wener and his father, while on his left was Mr. Wener's brother, another traveller. Many personal friends of Mr. Wener and confreres in the trade were gathered around the head table. Mr. H. Vineberg proposed the toast to "The King" and it was honored right royally. The toast to "The Firm" drew forth some reminiscent remarks upon the growth of the business and glowing prospects were told of. "The Workingman" was proposed by Mr. Carman and replied to by Messrs. H. Jacobs, and Schrager. Mr. Max. Goldberg, the new manager, grew eloquent over New Year's greetings and was sung "a jolly good fellow." Other toasts, among them "The Ladies," "Guests" and "The Press" were all well received.

Among the speeches of the evening was one given by Mr. M. Markus upon the status of the waterproof clothing trade in Canada. He showed that it was now growing out of its long clothes in spite of all too scanty supply of tariff nutriment and dwelt particularly upon the absolute necessity of increased tariff protection against the imports both from England and the United States.

Some specials recently arrived in the ladies' wear department of S. Greenshields, Son & Co. should be looked up by the trade. Among them is a full range of black sateen underskirts, to retail from $1 to $3.50, and black sateen blouses, in sizes 32 to 44, to retail from 75c. to $3. In the immense range of whitewear for Spring, it would be advisable to inquire of the travellers about the line of corset covers, No. W7 and 8, to retail at 25c., and white underskirts, SK4 and SK5, to retail at $1. Another shipment of the special line of Swiss embroidered handkerchiefs has just been received, put up in 25-doz. carton lots, to retail at 2 for 25c.

THE C. G. YOUNG CO.
RUBBER STAMPS
AND SUPPLIES
No. 1 Adelaide Street East, - TORONTO

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CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
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TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

THE REVIEW'S DIRECTORY OF AGENTS.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO—and MONTREAL.
Dry Goods Commission Agents.
Representing
WM. SIMPSON SONS & Co., Philapelphia, Pa. Prints, Linings and Draperies.
CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS, Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

Sunshades
and
Fancy Parasols

Samples of our ranges of Spring Novelties ready.
Our representatives will call.

The Irving Umbrella Company, Limited
20 Front St. West, TORONTO.

TREATMENT OF CUSTOMERS.

PROBABLY in no place of business is there greater opportunity to exercise tact and study human nature than in the retail dry goods store. A pleased customer is one of the best of advertisements, for every one such has many relatives and friends, and an endless chain of possible buyers is started with every sale you make, which is eminently satisfactory to the purchaser. As "goods which please are already half sold," so visitors to your store who are pleased at the outset are already half converted into permanent customers. Various things should contribute to make your store a popular one, some of which have been exploited again and again, but which will bear repeating indefinitely. Polite, accommodating, sincere, non-sensational clerks are of prime importance in the down-to date store, but one thing, which to my mind stands out above almost any other is supplying just what a customer wants. Better lose a single sale than a good customer. If you haven't just what is called for say so, and offer to get what is desired if you feel that you can do it, otherwise express your regret and hope to be able to supply anything further, or even that particular article at another time. I know of a pretty good store that has lost a lot of trade by inducing people to take what they did not want. The clerks thought they were serving their employer by prevailing upon the buyers to accept something different, and when the customers realized how they had yielded against their will to the suave saleman they decided to trade somewhere else thereafter.

Too many stores insist upon selling people what they happen to have in stock, and not what the customers desire. This is the much-condemned substitution plan in a little different form. I know a man who went to a carpet store to buy a blue carpet to match the furnishings of a certain room. The dealer had nothing suitable and informed the customer that but very few blue carpets were being made and that it was doubtful if he could find anything desirable anywhere. The man went to another store and found a large and fine assortment of blue carpets, having no difficulty in selecting something that exactly suited him. Another case: a friend of mine desired some red wall paper that would retain its color a reasonable length of time. He went to the store where he was accustomed to trade, but there was nothing in stock that the wall paper man could vouch for, as he said all reds would fade very quickly. The man was prevailed upon to buy an inferior paper, which lost its color in a few weeks, whereas his neighbor went to another store and bought red paper that to-day is as bright as ever, after months of use, under almost the same conditions. How do you think those dealers stand in the estimation of the respective customers? It does not pay to deceive or impose. If you do not have what a customer wants there is no harm in suggesting something else, but do not force it upon him just because you are in business and want to increase your sales. You will lose in the end. Study human nature. Take every one in his way and in his mood. Do not flatter or praise indiscriminately, and above all things do not make faces at a fussy customer behind her back.

A dry goods store makes a mistake in carrying a slightly inferior line of goods, in order to sell a trifle under "the other fellow." It pays to carry only first-class goods as a rule. There are comparatively few people nowadays who want to save a cent or two at the sacrifice of comfort and durability. Keep the best, say that it is the best, ask what it is really worth, and lay stress on qnality and durability.

DID NOT ACCEPT THE OFFER.

The creditors of Mrs. Rachel Wolfe, who conducted a mantle-making and furriers' establishment at 107 Yonge street, Toronto, and who recently assigned, held a meeting to consider an offer of 30 cents on the dollar that had been made. The offer was 7½ cents cash, and the remainder at three, seven and nine months, secured by the endorsation of A. Davis, of New York, a relative of Mrs. Wolfe. It was understood that in the event of an acceptance of the offer the family claims, which amount to some $9,000, would not be pressed till the other creditors were paid. The trade liabilities are about $8,600, while the stock is now valued at about $6,000. The offer of compromise was not accepted, but the meeting adjourned for ten days. In the meantime the following inspectors were appointed to act with the assignee: C. W. Beatty, J. G. Hay, L. F. Heyd, E. A. Lye and F. Stowe.

WOOLLEN MILLS SHAREHOLDERS.

The shareholders of the Canada Woollen Mills, Limited, have elected the following directors for the ensuing year: Messrs. W. R Brock, M P., G. F. Benson, Timothy Eaton, W. D. Long, W. D. Matthews, R. Millichamp, Geo. Randall (Waterloo) At a subsequent meeting of the board Messrs. Brock and Long were elected president and vice-president, respectively. Messrs. R. Millichamp and John F. Morley, with the president and vice-president, form the executive committee of the board.

DISSOLUTION OF PARTNERSHIP.

The dissolution of the partnership between Scovil & Page, clothiers and men's furnishings, Barrington street, Halifax, is announced. J. M. Scovil and W. W. Scovil, retire, owing to the expiration of time, and the business will be continued by W. F. Page. The business in the past has proved quiet a success under the management of Mr. Page, and his admitted energy and business ability insure the same measure of success in the future.

The W. R. Brock Co., Limited, Montreal, have received their full Spring range of embroideries and laces, and as this is to be the greatest year on record for these lines, they are prepared with an immense range of the newest novelties in both. Customers will do well to buy early, before the assortments are broken up. Some of their special carton lots are worth looking at, and they would specially call attention to the mill loom ends at 5½c. per yard.

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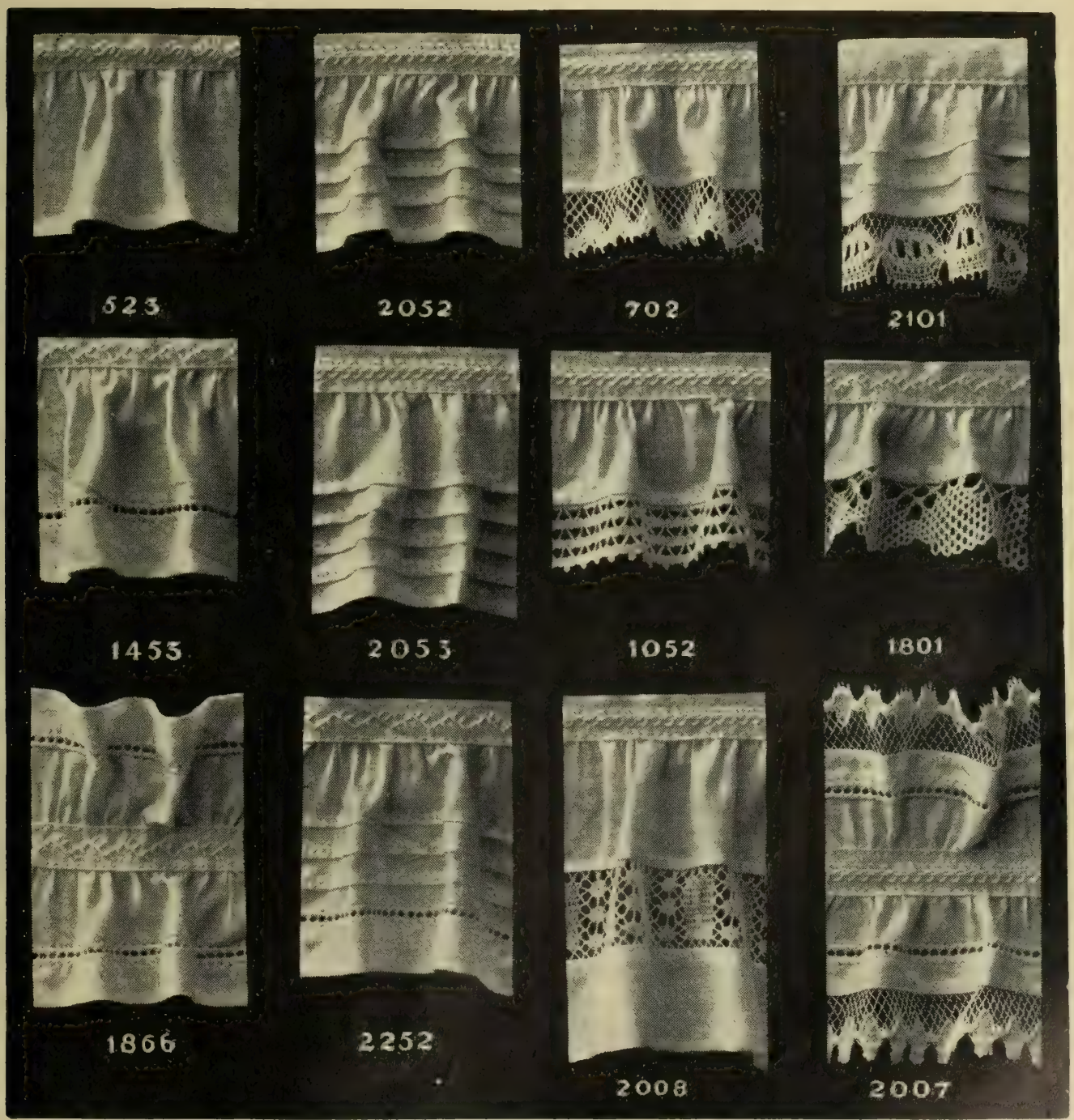
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NOTES ON SPRING HATS.



VOL. XII. MONTREAL AND TORONTO, MARCH, 1902. No. 3

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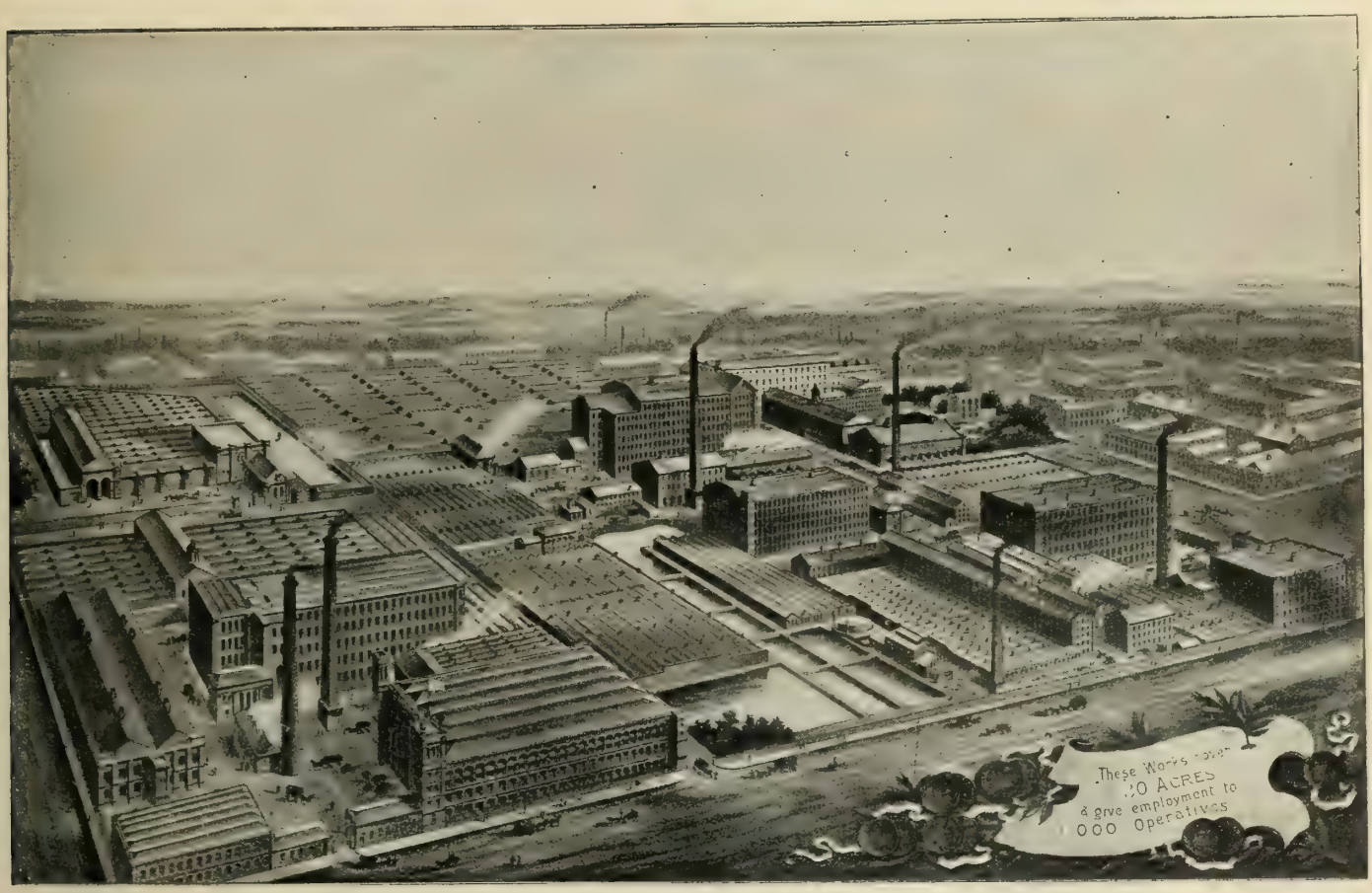
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Dressing-Gowns and Jackets

CORSETS



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THE CANADIAN DRY GOODS REVIEW

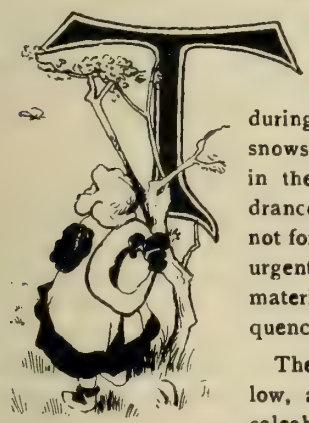
VOL. XII. MONTREAL AND TORONTO, MARCH, 1902. No. 3.

Our New York Dry Goods Letter.

Prediction that Cotton Fabrics will Rise in Price—Activity in Dress Materials, with Linens a Feature—The Influence of the King's Coronation on Styles—White Goods and Silks—Fashions in Cloaks and Suits—The "Gibson" Effect in Jackets and Waists—Neckwear for Ladies.

From Our Own Correspondent.

New York, February 24, 1902.



THE influence of weather conditions on dry goods trade was never more apparent than during the present month. Heavy snowstorms all over the country and in the metropolis have proven hindrances to business in some ways, but not for years has there been such an urgent demand for heavy-weight materials and garments in consequence of the inclement weather.

The early demand kept stocks very low, and everything that is at all saleable is being snapped up at regular prices where, under ordinary circumstance, a discount of 25 to 50 per cent. would not have been considered out of proportion. These conditions will prove of immense benefit to the coming Fall season as the "left overs" will be conspicuously small.

ROYALTY AND STYLE.

The city is full of buyers from all sections of the country. So many are here that hotel accommodations are at a premium and, taken in conjunction with the visit of the German Prince, the city's business section is literally thronged with visitors. While the entire business community is very enthusiastic in its reception of Prince Henry, the dry goods business is perhaps least affected of all. A few enterprising manufacturers of men's neckwear have brought out a "Prince Henry" tie, and attempts have been made to bring forward the German colors, but, doubtless, the absence of the Princess is responsible for the lack of any attempt to make use of the occasion to bring out new ideas in women's apparel. It is possible that gold braids and trimmings will be favorably affected, but they have already seen the best of their popularity for the present, and it would take more than that to revive popular interest. Far more influence is being exerted by the coming coronation in London, and fashion experts are unanimous in the opinion that Fall styles will take their cue from what is there worn.

DRESS GOODS.

Metropolitan retailers are devoting an exceptional amount of attention to the dress goods section this Spring. The showings of materials and trimmings have been made unusually early and the demand from the public has been particularly responsive. The early date for Easter is doubtless responsible for this and has a great deal to do with the early activity.

THE COTTON MARKET.

Developments in the cotton line continue to puzzle those who are best posted. The size of the crop is still problematical and manufacturers who will be directly affected by the differences in price of the raw material are as much at sea as ever in gauging the trend of future prices for the staple. The export movement of raw cotton has been unusually large. The outgoing shipments so far this season have been some 700,000 bales in excess of those of last year, and there is no sign of a decreased home consumption. On the contrary, cotton goods and fabrics of all kinds are in unprecedented demand, and every indication seems to warrant its continuance. Print cloths were advanced a trifle about the middle of the month. Slight advances were also made in the lower grades of white goods used by the cutting-up trades. There is also noticeable a disinclination on the part of mills and commission houses to accept contracts for any considerable quantity of these goods. It is the general opinion that a further rise in the price of the raw material will be followed by a sharp advance in all except the highest grades of certain fabrics, as the limit of profitable production has been reached on the present basis of figuring. Labor troubles again loom

up in the Fall River districts as an element to be reckoned with, and further advances in price seem to be all but inevitable.

WHITE GOODS.

In the higher grades of white goods the visiting trade who are now in the city have placed liberal orders on both domestic and foreign goods in fancies. Light-weight piques have come to the front, especially in the softer weaves. Soft mercerized effects on the batiste order, in light-weight sheer fancies as delicate as the China silks, are finding a ready market. There is an actual scarcity of these fabrics at the present time, even before the retail season has gotten well under way. Striped patterns, in plain stripes or with neat figures in harmonizing shades, are the most sought for. Materials in silk and cotton in crepe effects have been liberally taken up for waists and shirt-waist suits. Ginghams have been literally bought out of the market, and deliveries in any quantity of them, in time to be of service, are practically out of the question. The usual surplus has, in the general opinion, been absorbed by the demand for shirt-waist suits.

DRESS LINENS.

The increased demand for Summer dress fabrics has brought dress linens prominently to the front, and the sheer varieties in the natural and in red, blue and ecru have many enthusiastic advocates. Probably the most popular are Irish linen dimities in plain white or in tiny corded effects of self material or of mercerized. For separate skirts, hopsacking, loosely woven, promises to be a favored material. Crashes and flat weaves generally are in fair demand in the cheaper end of the line.

THE SILK FIELD.

The silk field is exceptionally prosperous. The season thus far has been one of plentiful orders, and, while there has not been a sufficient scarcity to encourage advances in price, the amount of piece goods in the market is very light, and the variety of weaves that are popular is remarkable. The greatest scarcity is in Shantungs. Taffetas in staple shades are still excellent property. Peau de soie and and peau de crepe are not allowed to accumulate, and are doled out piecemeal as fast as they come in from the mills. A great effort is being made to keep up the interest in foulards, but there is no animation to the demand. A prominent Sixth Avenue store has a display of foulard costumes in conjunction with the display of the material. Moire effects are on the decline for the Spring season, except for trimmings and appliques, but a revival is looked for in the Fall. Warp prints are in moderate demand. Soft silks, as a class, are a trifle more popular than they have been. Grenadines and silk nets of various descriptions have been ordered in liberal volume by the higher-class trade. The predominating color is black throughout, and black and white effects are also prominent. Waterproof and semi-waterproof materials are much in vogue.

CLOAKS AND SUITS.

In the cloak field the bulk of the Spring demand has run into suits and fancy costumes in both tailor-made and dressmaker effects. The individual costume in light cloths has the call for the exclusives, and the pedestrian suit for the medium grades.

Tight-fitting double-breasted jackets are the rule, plain and with two converging rows of buttons. Both crocheted and cloth-covered buttons are used. Combination styles, with revers trimmed inside, so made that they can be worn open or shut, have sold well. Single and double ripples or ruffles of the same material, plain or edged with braid, follow around the bottom of the jacket. Moire bands applied in various ways, in curves, spirals and scallops, are favored.

Black is the favored color, with blue a close second. There are various shades of grey, tan, castor and rather more reds than last year.

SKIRT MODELS.

The skirt models are of the serpentine variety, and everything is flounced. Persian trimmings in dainty effects on jacket revers are popular. Separate jackets, so far as they have been sold, are most popular in the kimona effects, loose-fitting in the front and the three-quarter length. Many silk coats of this description have been ordered by the Western trade.

The Gibson effect, with broad shoulders, has been adapted to the suit jacket, and sprung into instant popularity. The Gibson waist is still the rage, and appears in even the cheap mercerized garments retailing as low as 50c. This fact, more than any other, will confine that style to the low-priced numbers.

The button-in-the-back waist is losing ground, and orders for later delivery all favor the button-in-the-front models.

SILK WAISTS.

In silk waists there is a new side effect with buttons running from the shoulder diagonally to the centre. Other models have the buttons running down the side. Small pointed straps, simulating a yoke effect, are popular in taffeta in contrasting shades, or in polka-dot patterns on plain grounds. Short sleeves, as a class, have not taken as well as was anticipated. Collars are becoming more elaborated, and a great variety of edgings is being employed. Vests of chiffon set in the waist fronts in small and large V's are very generally shown. The vogue for hemstitching is on the increase.

THE PETTICOAT FASHION.

In petticoats the interest in taffetas is unabated. Both plain and changeables are popular. Drop skirts are used with many styles of suits but are not likely to interfere with the sale of the separate article. Soft silks were brought forward earlier in the season, but have not taken well. Persian colored silks in combination with taffetas are in moderate demand in the higher grades. The only departure from the regular models that has met with any degree of success is the linen colored pongee skirt, though the public has not yet passed on it sufficiently to warrant confident predictions. White petticoats are as popular as last year, but are more elaborated. The deep flounce is the rule. The use of blind embroideries is the feature of the newest models. But laces are the more popular trimming as a class, and are most profusely used.

LADIES' NECKWEAR.

In women's neckwear all indications point to another season of popularity for the boa in solid black and black and white in various materials, including chiffons, malines, nets and taffetas. Plaitings, flutings and gatherings distinguish the most effective models and are occasionally relieved by a rosette or flower. The automobile tie holds its own, but has been variously modified since last season. The difference is more in the detail than the general effect. There is a disposition to favor ornamental ends, and some of the new models have a square cut out at the end covered over with tiny velvet ribbons in a network effect and edged with lace. Embroidered collarettes in linen have grown in popularity and are now offered as low as $1 per dozen at wholesale.

W. J. BRANDT.

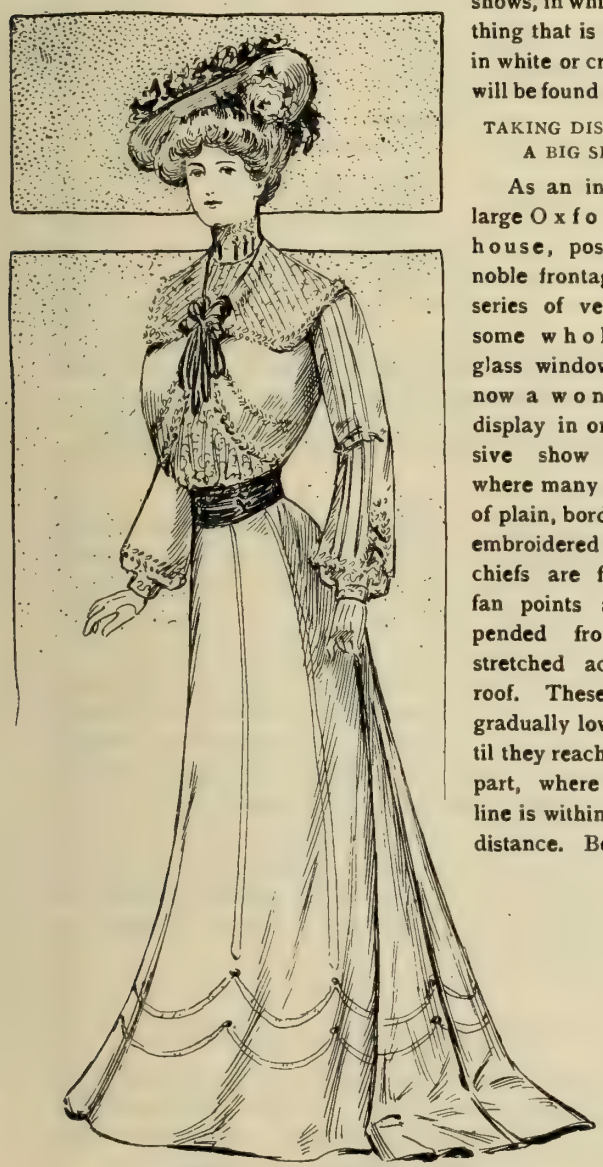
Our London Fashion Letter.

White Goods Sales—An Oxford Street Display—Seen in London Shops — The Royal Robes — Coronation Styles and Materials.

From Our Own Correspondent.

London, February 15.

WHAT are known as "Great White Sales" are the features of interest in the London drapery trade at the time of writing. Most of the large establishments have now adopted this profitable method (first used in Paris) to fill in the demi-saison that comes between the January sales and the full shows of Spring modes in all departments usually made in the opening of March. Considerable skill and much artistic taste is expended on the window dressing for the white shows, in which everything that is produced in white or cream tints will be found included.



Sketched by The Dry Goods Review.

A stylish Spring costume in "Pirle" faced cloth trimmed with black ribbon velvet, ecru lace and small gold buttons. Sketched at Hitchcock, Williams & Co.'s, St. Paul's Churchyard.

TAKING DISPLAY IN A BIG SHOP.

As an instance, a large Oxford street house, possessing a noble frontage and a series of very handsome whole plate-glass windows, make now a wonderful display in one extensive show window, where many hundreds of plain, bordered and embroidered handkerchiefs are folded in fan points and suspended from cords stretched across the roof. These lines are gradually lowered until they reach the back part, where the last line is within reaching distance. Below this, fine waxen figures draped in white lawn, batiste, muslin and Japanese silk tea gowns, tea jackets and dressing wraps, elaborately trimmed with lace, insertions, ruffles and ribbon choux or bows with long ends, stand up from a groundwork of smartly-arranged new designs in all classes of white lingerie intended for ladies' and juvenile wear. From the sides come long-armed brackets, over which dainty white muslin, Japanese silk and lawn petticoats are disposed, with the flounced parts caught back here and there to give an additional dainty effect.

ROBES WITH LACE TRIMMINGS.

In another window is a juvenile display entirely in white goods, and most attractive of all is a window devoted to silk and lace-inserted robes, white muslin, silk, Japanese, Roman and Oriental satin blouses and slips. The smartest of these have straight or diagonal lines of white, ecru or—newest of all—string-colored lace insertions.

In another attractive window are displayed new designs in white flannel and "Viyella" nightdresses, combinations, camisoles and cache corsets, amid which the rival straight-fronted corsets proclaim their respective merits on white satin and lace-covered busts.

In St. Paul's Churchyard, crowds are attracted by a special white show, by reason of its novelty. Amid a splendid show of white skirts, slips and blouses, a lady waxen model, clad in a white silk gown and lace ruffles, is seated at a dainty tea table, and in attendance there is a smart maid wearing the very latest in parlormaids' caps and aprons.

OTHER WHITE DISPLAYS.

Household linens and lace curtains all have their place in these special shows that cannot fail to create interest and make for good, if well done.

A white millinery show is a matter of easy arrangement, since there are so many smart things in white crin, Swiss and Italian chips, flowers, laces, ribbons, tulles, chiffons, pearl ornaments, ospreys and feathers done in white and cream tints this season.

A white dress window is also a matter of easy accomplishment, since white cloth, white serge, muslin, lawn and batiste dress and lace robes are included in all smart dress stocks.

THE ROYAL ROBES.

The order for the cloth of gold and purple velvet for the robes and mantles to be worn by the King and Queen at the forthcoming coronation has been placed with Messrs. Warner & Sons of Braintree, Essex, by whose workpeople the fabrics are now being woven.

Messrs. Warner have long been noted as the producers of the finest dress and furniture silks and brocades, and in past years they have been honored by royalty on several occasions.

On the occasion of the wedding of the present Prince and Princess of Wales, the Braintree weavers were honored by being permitted to make the material for the bridal dress, the Princess' mother, the Duchess of Teck, having been president of the Silk Weaving Society, but never before has Braintree been so greatly honored by a coronation order. Through the kindness of the manager of Messrs. Warner & Sons' silk works at Braintree, a press representative was recently permitted to inspect the work for their Majesties which the firm at present

have in hand. Mr. Folliott showed the four looms in the bottom shed, where the most skilled weavers in the firm's employ are turning out this splendid work. Two of them on one side of the shed are weaving together a real cloth of gold, which will form the robes of the King and his Consort, while from the other two looms the deep-colored purple velvet, which will constitute the royal mantles, is being turned out. All this high-class work is being done by hand. Of course the most attractive portion of the work is the weaving together of glittering threads of gold, and to satisfy the tastes of their Majesties, many attempts have been made before the particular style of fabric they required was lighted upon.

ROBES OF QUEEN VICTORIA.

The robes worn by her late Majesty, Queen Victoria, formed the ideal texture in the King's mind, and this had to be matched, as near as possible, with a new material, as the art of weaving would permit, with the difference that the national decorations which figured in the late Queen's robes were to be left out, and the golden cloth produced quite plain. The appearance and gracefully falling nature of the old robes had to be closely imitated, and after many trials it was discovered that a three-fold golden thread, two of the fibres of which are flat and one round, gave the best result. On a sample of this being submitted to His Majesty, it was declared correct, and now the shuttles, with their spools of golden weft, are flying merrily through the Braintree looms, producing material at about the rate of a yard a day from each loom. The width of the cloth of gold is only 21 inches, the golden strands carried by the shuttles being so finely tempered that they would not work safely were the "throw" any longer. To make each robe, 20 yards of this plain gold material, which is being woven into a yellow silken texture, will be required, and then the cloth of gold will go to the Royal Art School of Needlework for decoration.

PURPLE VELVET.

The weaving of the purple velvet for the royal mantles is also a beautiful work, quite plainly executed; the old tone of the material and its folding effects being very striking. Here the work is more laborious than in the case of the cloth of gold, for every pile in the velvet has to be cut by hand, and although the output is taxed to the highest, in order to complete the task by the stipulated time, which is the end of March, no more than 3½ yards of this royal velvet can be turned out from each loom in a week. Messrs. Warner are also producing a white silk and silver brocade dress material for the Princess of Wales. They have no less than 15 looms at Braintree and Sudbury working to make a beautiful scarlet silken cloth to be used by the nobles at the coronation ceremony.

A. MEEHAN.

Messrs. Elder, Dempster & Co. have issued a handsome souvenir in the form of a book, called "Ocean Highways." A look through it will reveal the great area covered by their different fleets of ships. They have no less than seven regular services, while other routes are covered frequently. These steamships connect the British Isles with Canada, Africa, the West Indies, and other British possessions, as well as the United States, Holland, Germany, Belgium and other foreign countries. The book is an interesting one, containing, besides the discriptive text of the different services, many beautiful half-tones of the company's ships and of interesting points at which they call. Another rather unique advertisement of theirs is a canvas bill wallet, leather trimmed, with the principal offices and ageucies of the company printed on it.

MAKING OF VELVETS AND VELVETEENS.

Editor DRY GOODS REVIEW,—For some time there has been a question in dispute regarding the process or making of our ordinary velveteens, say, lines costing from five pence to nine pence. Certain representatives have given us contradictory information and for our general edification I ask your very valuable journal for the information. Thanking you in anticipation of your kindness,

Yours respectfully, VELVETEEN.

Ottawa, Feb. 22, 1902.

Velvet is produced by adding to the usual warp and weft threads of plain weaving an additional row of warp yarns, which are woven into the ground of the cloth and passed over wires on the surface. In a case of a loop pile the wires are simply drawn out, but for velvet, or other cut pile, a knife is first passed along a groove at the top of each wire to cut the pile before the wire is withdrawn. Real velvet is made entirely of silk pile, cotton back; velveteen entirely of cotton.

All cotton velvets are woven on the weft pile principle. The intricate nature of the loom required for weaving warp cut pile prevents its adoption for cotton pile fabrics. In weft pile fabrics the pile weft is usually extra weft issuing out of the ground fabric only between every pair of ends. This forms grooves or races in the fabric which allow the insertion of a knife and guide which cuts the pile about the middle of the float. A large number of picks per inch are required; in a common make about 260 picks per inch of 60's weft are used and about 74 warp threads per inch, the counts of warp being usually two 70's.

After the cloth is woven it is stiffened and stretched on a frame for cutting. A knife and guide peculiarly adapted for the purpose is inserted by the cutter every two ends or race, and thus in common velvet one-third of the pile picks are cut each time the knife is run up the piece.

Machine cutting has recently been adopted to some extent for velvets. The piece is moved backwards and forwards automatically, and so the cutter does not require to walk the length of the frame every time the knife is run up the piece.

These velveteens are sold in the grey by the weight, according to grade, which is for medium weight 25 lb. per 110 yards. It is usual for the manufacturer to sell to the trade by the piece, which runs from 110 to 140 yards, but which for the purposes of this market is usually cut into 25 or 30-yard lengths and sold according to quality.

PURCHASE OF AN OLD BUSINESS.

It is announced that the old firm of J. G. Mackenzie & Co., Montreal, has been acquired by Hodgson, Sumner & Company, and this extensive wholesale dry goods business will hereafter be conducted by the latter firm. The firm of J. G. Mackenzie & Company has been established for something like three-quarters of a century. Mr. Hector Mackenzie, of the firm, died some months ago, and Mr. J. P. Cleghorn, who now retires, has been connected with the firm since 1853. The intention is to carry on the business in the old location and under the old name.

Lister & Co., Limited

Manningham Mills, BRADFORD.

SILK VELVETS, Black and Colored.

Repeat orders can be executed in ten days to two weeks. : : : : :

YOUR SEASON'S TRADE

will run into more profitable figures if you have cleaned up the unsalable lines faded goods, lines off color, or otherwise dragging—by having them dyed and finished in these works.

We are making good money for hundreds of dry goods merchants all over Canada by making salable as new goods, stock that has been carried over from season to season and could not find customers at any price.

The most modern equipment is in use in these works assuring the return of the goods as though they were fresh from the manufacturer.

We excel in the skill and care with which we dye fine plumes and feathers.

There will be more profit in the millinery end of your business if you allow us to put in salable condition some of the discarded goods.

R. PARKER & CO.

Dyers and Finishers,

Head Office and Works: 787-791 Yonge St.
Montreal Branch: 1958 Notre Dame St.

TORONTO

Latest Hints in Paris Fashions.

What is Seen in the Millinery Models—Flowers Seen in Variety—Use of the Cone Ornaments—Rough Cloths and Mohairs in Vogue—Revival of Crepe Cloths—How Laces are Being Employed—Style in Gowns—Belts.

PARIS, February 15, 1902.



ALTHOUGH the cold weather has not yet left us and one still sees Winter clothes, fur jackets and warm toques, in the street, yet the shop windows are bright and gay with the new Spring goods.

The hats, especially, make a beautiful show. They will probably be worn less sloping to the nape of the neck; in fact, a few of the newest models are turned up at the back.

SOME OF THE NEW HATS.

The latest novelty is a groundwork of moss, green slightly relieved with brown and yellow shades. I have seen this in a large, round-shaped toque. At the left side is a large pale blue bow of ribbon, the ends being taken under the brim; towards the front of the toque are two black and gold butterflies with wings outstretched, and on the crown is a brilliantly hued dragon-fly.

A low wide-brim hat is also made or rather covered with moss. The crown is flat and the left brim curves upwards. This is trimmed in exactly the same way as the toque, with the exception that round the crown both under and over the brim are three narrow rows of frilled net, the same color as the moss.

Moss is very pretty mixed in with pink rosebuds and leaves or the small pink monthly roses that were so popular last Summer and seem likely to be worn again.

FLOWERS IN PROFUSION.

I think such a large variety of flowers has never before been worn. One can hardly name a flower that is not to be seen in the Rue de la Paix.

A few large picture hats trimmed with long ostrich feathers are showing. Here is a good model: A wide brim, low-crown hat, the brim raised on the left and sloping down on the right side; this is quite covered with a gathering of tulle, pale blue, trimmed with rows of pale blue baby ribbon; two long feathers, caught together by a bunch of wide ribbon of the same color, fall to the back and left side of the hat; one of these feathers is pale blue to match the ribbon and the other black.

A very beautiful toque with round brim is composed of pure white camillias and leaves. Another of the same shape was of geraniums, brick red color, and their leaves.

Again, another was of geraniums shaded from pink to deep red.

Others of pink roses, mauve primulars, red shirly poppies, parma violets and wallflowers, are all among the novelties. Each kind of flower is used with its respective leaf, and the flowers are seldom mixed on toques.

A new hat has the left side brim very sharply raised, and as the brim is wide it makes the hat high. This is held up with bunches of flowers and ribbons which are allowed to fall on to the hair.

Cones of pearls and gold beads are being used instead of buckles on hats and toques.

DRESSES.

The newest costumes are showing in brighter colors and lighter shades.

The rough cloths still hold their own for rough wear, and mohairs, finely spun and embroidered, are also being shown as tailor-mades and blouses.

The Louis XV. style is noticed everywhere, but adapted to present-day tastes. Everything is warm, close fitting and clinging to the figure; every line and curve is graceful.

The new skirts are absolutely tight-fitting round the hips with a shaped flounce, edged and surmounted with fancy stitching or embroidery. Sometimes this flounce is merely suggested, and the skirt cut in one length. The back has the appearance of a fan, being cut long and wide and taken into almost nothing at the waist.

THE USE OF LACE.

A smart visiting costume is in green habit cloth. The skirt is finished with an entre-deux of guipure, two bands crossing each other to form ovals. The long jacket, tight-fitting to the figure, is fastened in front under a band of the guipure, which is carried quite around the bottom. Four tucks from each shoulder fall loose from below the bust, giving a blouse effect, gathered into the dark green waist belt, these tucks are taken into the waist at the back, and the jacket is tight fitting around the hips. The sleeves are tucked to just above the elbow, full at the wrist and gathered into a band of guipure.

A good model is in grey cloth. The skirt is tucked downwards at the hips and back, and falls loose just above the machine-stitched serpentine border. The long basqued jacket has three turned-down collars, revers and three buttoned tabs at each front. This is opened over a waistcoat of velvet, a white ground embroidered in silver and blue. The sleeves are finished off just above the elbow with revers of the embroidered velvet, below which is a puff, a tight cuff and frill of lace. The collar and jabot are also of the lace.

Another pretty model walking dress was of a brick red colored homespun; small vertical tucks on the blouse, bodice and skirt. Two rows of guipure insertion, medallion shape, are taken around the skirt at the three-fourth length and edge. The back of the bodice has a double box pleat, which is continued through the waist belt to form the double tails; the front is open over a guipure vest, and the revers are taken only from the bust into the waist belt. The collar and cuffs are incrusted with guipure.

CREPE CLOTHS IN AGAIN.

It is probable that the crepe cloths are coming in again, both in black and colors—some are already showing.

A very effective evening gown is in white chantilly lace over satin. The decolete bodice is full in front and gathered

into a waist belt. This is trimmed with a charming oak-leaf embroidery, the outline in silver sequins and the veins of gold beads and small daisies embroidered in white silk on net. This was taken around the border of the skirt and formed the waist-belt and edge of the decolete corsage; the puff sleeves of lace which fell from below the shoulder were also edged with it. The costume was finished with a small spray of orchids at the waist and a large spray from the left shoulder-front down the back, where it was fastened into the waist, and from where it fell free to almost the edge of the long train.

BELTS OF THE MATERIAL IN VOGUE.

A new tea gown is in crepe-de-chine embroidered with golden crowns. The draped tunic falling to within half a yard of the edge of the skirt is edged with an embroidered galon in gold and silver, Grecian design; the same trimming is taken around the slightly decolete neck. The tunic falls over a skirt of mousseline de soie incrusted with lace at the border. The sleeves, tight at the shoulder and open at the inner seam, fall loose from the arm, and show a tight sleeve of lace.

The fine lace scarves of our grandmothers are being shown, and seem likely to be worn just twisted into a knot at the bust.

Many velvet, gold and even elastic belts are showing, but the smartest gowns are all made with a stitched belt of the same material. A. E. D.

H. Hutchinson, buyer for the John Northway & Co.'s stores, has returned from Europe and is receiving the congratulations of many friends on bringing back a wife with him.

HAPPY EVENT AT VANCOUVER.

The marriage of Mr. Walter Stark, of Jas. Stark & Sons' establishment, the Glasgow House, Vancouver, was the occasion of a pleasant event, expressive of the good relations between the members of the firm and their employes. A handsome bronze mantel clock was presented to Mr. Walter Stark, the presentation being made by Mr J. R. Love on behalf of the following employes; Messrs. R. J. Myles, H. K. Irons, W. J. Kinley, Alf. Payne, G. Darragh, W. Holden and Misses Bloomfield, Gardiner, Hooper, Smith, German, Taylor, Coombes, Burnes, Gothard, Edwardes, Mitchell and Watson. The marriage was one of the prettiest ever celebrated in Vancouver, taking place at St. Andrew's Church February 5, and the bride being Miss Emily Gardiner. Mr. and Mrs. Walter Stark have the good wishes of many friends.

THE GIBSON STYLE.

The enormous demand for new Gibson styles in waists, wash suits and costumes has practically eclipsed any new feature in this class of goods for some years. Nearly all the New York manufacturers are sold up for some months. Messrs. Boulter & Stewart are making a complete range of these goods. In waists, $12 to $27 a dozen; wash suits, $24 to $60 a dozen; also cloth costumes, $12 to $25 each. They report large demand from the up-to date houses all over Canada for these goods. Orders placed now can be delivered after April 15. For the latest styles in ready-to-wear garments, Boulter & Stewart are always leaders, making best finished and perfect fitting garments—just what your department needs. Letter orders receive prompt attention.

Knox, Morgan & Co.

WHOLESALE DRY GOODS . . . . **Hamilton, Ont.**

Spring Stock complete.
SEE OUR LINES.
YOU WILL BUY OUR GOODS.

We are offering

A call from buyers will be appreciated.

Special Values in Lace Curtains and Curtain Muslins.

WHITE GOODS. We show all the popular-priced lines in CORSET COVERS, SKIRTS, DRAWERS and NIGHT GOWNS.

MUSLINS. Have made preparations for a large trade in MUSLINS. Our stock is entirely new—full of tempting novelties.

SWEATERS. **Buy our lines to retail at 75c., $1.00, $1.25 and $1.50. You will capture the Sweater Trade of your town if you have them.**

Western Dry Goods Notes.

A Satisfactory Season.

From our own correspondent.

Winnipeg, March 1.

DURING the ten days of cheap railway fares which mark the Curling Bonspiel—the great event of the Winter in Winnipeg—a very large number of country merchants visited the city. The travellers of the various houses make a point of being in town at that time, and the large warerooms are more or less crowded with guests. A good deal of purchasing is done also and this year the amount of buying was decidedly larger than usual.

Another point that was noticed was the purchase of more expensive lines of dress goods. All the wholesale houses have had to repeat orders for the more novel lines.

Gault Bros. report a most satisfactory season so far and a very bright outlook for the later Spring and Summer. All lines of goods have sold well. And in many lines of fancy dress goods and muslins they have found difficulty in keeping abreast of their orders.

A very pretty line just received by this house is a number of pieces of mouseline de soie in Arab shades and with handsome open stripes in point lace designs. The material has the toughness of linen and the airiness of gauze, and with a variety of pink, blue, green and heliotrope underslips will make not only very pretty, but very durable Summer dresses. A fine range of mouseline de soies, in all the pastel shades, are also shown by this house.

The R. J. Whitla Co. express great satisfaction with the season's trade, stating that business has been good in every line from staples to the latest Paris novelty. The latter continue to arrive almost daily.

TRADE INDICATIONS.

The predictions of this house as to the fancy dress goods and blouse trade have been more than fulfilled. The sale of laces and embroideries has been almost phenomenal. So much ready-made underwear has been sold that it would seem reasonable for the trade in embroideries to be somewhat slack, but such has not been the case, while dress goods have been exceptionally good sellers also.

Mr. Gerhart, representing Kyle, Cheesbrough & Co., and his two assistants, Mr. Herbert and Mr. Manley, have returned from their several Western trips. Mr. Gerhart covers British Columbia and reports trade being fair in all lines. Mr. Herbert, whose field is the Northwest Territories, reports trade excellent, more particularly in Alberta. Immigration is flocking in, the outlook is most encouraging and merchants bought largely, and the call was in every case for choice goods. Mr. Manley found trade in Manitoba very good, though still somewhat hampered by the amount of wheat yet in store. He had found all the merchants cheerful and looking forward hopefully to the Spring and Summer trade.

Mr. T. Whitehead, representing the Dominion Suspender Co., the Niagara Neckwear Co., and E. Van Allen & Co., of Hamilton, has moved into a very commodious and well-lighted sample room in Western Canada Block, and is busy showing his samples before starting for his long Western trip. He is having great sale for the "Twentieth Century Brace," which for comfort and utility seems to appeal strongly to the mind masculine. In neckwear he has an excellent range of French and American silks of extremely pretty designs. A tie that is growing in popularity on this market is the Manhattan, a combination of bow and derby that is very effective with the high turned-down collars, now so much in vogue. Speaking of vogue, there is a new tie of that name which somewhat resembles the Manhattan, but is slightly lower in price.

MILLINERY.

Mr. Sharp, who was formerly with The D. McCall Co. here, has just completed his first trip for Caverhill & Kissock, Montreal. His territory comprises the whole of Manitoba and the Northwest Territories west to Moosejaw and north to Prince Albert. Mr. Sharp reports a most satisfactory trade in all the lines carried, and speaks of the country as in good shape for Spring. He is now on his way east to attend the millinery openings. Chatting of millinery, Mr. Sharp said that although it was impossible to give definite news until after the trimmed goods were cut, there was no doubt the trimming for the coming season would be figured gauzes and chiffons, flowers and buckles. Ribbons would not be much worn in millinery. Maize had proved a very popular shade both in straws, gauzes and flowers. Linen effects were also good. There was much call for the pom-pom effects in both flowers and gauzes. In buckles, the cabuchon still holds first place. These come in gun-metal, steel, silver and jet. Very little gilt is seen. The turquoise has disappeared and in its place pearls are being considerably used. In addition, Mr. Sharp carries a full line of parasols, fancy gauze and chiffon capes, laces, guipure and applique collars and boleros, dress trimmings and all the newest lines of dress goods. He also makes a specialty of children's cashmere and wash goods suits and muslin hats.

NEW AGENCY.

Mr. W. R. MacArthur, who for 21 years was in the employ of the firm of Stobart Sons & Co., Limited, has opened comfortable premises in the Nanton Block and started as a commission broker. Mr. MacArthur is so well known that already he has a long list of agencies. Among them are: Colin C. Denoon, Montreal, worsted hosiery; Frank & Bryce, Limited, Montreal, linen threads; S. Hird, Montreal, linens, lawns, silesias, silks and tapes; Franz Bujatti, Vienna, Austria, silks; Walker Bros., Montreal, buttons and buckles. Mr. MacArthur has also a list of agencies which permit him to sell to both wholesale and retail trade, such as Brush & Co., Toronto, corsets, etc.; Dominion Paper Box Co., Toronto, all classes of cardboard boxes; Emerson & Hague, Winnipeg, overalls, tents, flags, etc.; Geo. H. Hees, Son & Co., Toronto, shade blinds, etc.; A. B. Mitchell Co., Toronto, waterproof collars, etc.; A. E. Rea & Co., Toronto, belts and skirt bindings; J. Frank Riepert, Montreal, silks; Geo. D. Ross & Co., Montreal, cotton threads, and carries special lines in grey and white blankets, hessians, jute sacks. His many friends throughout the Province will wish him success.

Another of the long list of eastern houses now having permanent sample rooms here is that of E. & S. Currie, Toronto, neckwear. Mr. A. H. Snell is their representative and carries a most complete and choice range of both ladies' and gentlemen's neckwear in all the latest designs.

Mr. Campbell, fancy goods buyer for the R. J. Whitla Co., Limited, has left on his semi annual purchasing tour in Europe.

YES: This has been a splendid Muslin Season with us.

Lawns, Mulls, Organdys, Dimities and Fancy Dress Muslins that were over-sold are again in stock—orders will be promptly filled.

We are getting repeats by every mail for our

Black Grenadines, Black and Colored Crepe de Chines, Fancy Wool de Laines, Black and Colored Lustres, Mohairs, Sicilians, Covert Cloths, Costume Cloths; also Opera Flannels and French Muslins.

AS WE SAID IN OUR JANUARY SPRING ADVERTISEMENT:

"The goods speak for themselves."

—WE ARE WELL ASSORTED IN—

Printed Muslins, Dimities, Ginghams, Zephyrs.

—ANOTHER JOB OF—

Genuine Dresden-Painted China Handle Sunshades, our own imported cloths, to retail at $1.00. Full ranges of Parasols and Umbrellas.

Boys' Summer Suits.
Women's and Girls' Aprons.
Cashmere and Cotton Hosiery.
Ladies', Misses', Men's and Boys' Underwear.

Our trade shows a steady increase in the following lines: Laces, Embroideries, Veilings, Ribbons. Repeats all in and stock fully assorted.

Brophy, Cains & Co.,

***MAIL ORDERS** have prompt and best attention.*

MONTREAL

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and Manufacturers' Agents.

MONTREAL.

DEPARTMENTS

Dress Goods	Linings and
Linens . . .	Muslins
Smallwares	Kid Gloves
Silks and Velvets	Fabric Gloves

Careful attention given to Letter Orders.

TORONTO:
25 COLBORNE STREET.

WINNIPEG:
McINTYRE BLOCK.

OTTAWA:
SPARKS ST., Carleton Chambers.

ST. JOHN, N.B.:
2 CHURCH ST.



*** This department is conducted and prepared by a Canadian advertising specialist, resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

Even the Professions Awakening to Value of Advertising.

IT does not need much argument to convince the modern world of the value of advertising. There are still some amongst the professions, so called, whose exponents look upon almost any direct means of telling the world what they profess to be able to do as more or less derogatory to the dignity of the profession. But even among these signs are not wholly wanting that they are beginning to suspect the mistaken policy of permitting the pretenders to take and keep the ear of the reading public. They give some indications of a willingness to take the commonsense view of the shrewd preacher who admitted that it is bad policy to let the devil have all the good tunes.

* * *

The Best Medium the Newspaper.

The modern world has become a reading world. It does not trust any more to the spoken transmission of news from man to man any more than to handing along the history of men's doings by oral tradition. Along with this almost universal practice of reading has come that of advertising in printed or readable form of some kind the business that each one of us pursues.

Naturally, the leading medium for this recognized practice of advising our fellow men of what we can do gravitated to the newspaper, through which men learn what is known as the news of the world. Essentially the spreading of knowledge of where certain kinds of business are transacted is news as truly as spreading knowledge of anything else.

* * *

Dubious Devices as Substitutes.

Ingenuity of self-interest—the desire to make money—led some men to invent other ways of advertising, for which the inventors could get payment, and their name is legion.

Wall paper, as it is called, of all kinds, billboards, programmes of all the infinite variety of entertainments, circulars, many forms of books, which, but for the fact that their cost is defrayed by the advertisers who can be persuaded to use them, would never be printed, and countless other schemes for promoting alleged publicity have grown apace until many who have business to advertise give no small part of their time to listening to solicitors.

Every manager of a doubtful concert or recital seeks to lure the public into paying the cost of his programmes. The visitor to every theatre must turn over many inky pages before he can find the bill of the play he has come to see. Every city street is disfigured with huge, ungainly billboards. Through the country districts, houses and barns and fences and rocks are made hideous with painted placards of pills and potions. Many advertisers seem to think it cheaper to pay for most of these schemes than to spend time in trying to say no to solicitors.

Commanding Styles

GIMBEL STYLES are Philadelphia's styles. That explains in a word the clear leadership this store has won in the supplying of women's outer wear—a business that in volume very decidedly exceeds any similar business in town.

Paris fashions are studied—very numerous models are brought over for the pleasure they give; but we at most only take motifs from them. Philadelphia's tastes call for stronger, simpler styles—call for quiet elegance. And that we give.

We said, last February, that long wraps would unquestionably rule this Fall. And they do—with short wraps as maids of honor to the queenly full-length garments. We more than reflect styles—we develop them. For styles are simply the beauty thoughts of good dressers worked out in fabric or fur—and no store studies closer the tendencies of dress; no store adopts so quickly the hints that good dressers drop. If a score of discriminating women decry a sleeve as being impracticable, it doesn't so much mean that the particular sleeve is wrong; but it shows a longing for a change—maybe on the score of comfort or convenience—that's how fashions come, or the details of fashions that are more broadly set on some historic period which, for one reason or another, many minds are dwelling on. A startling newness would shock; a renaissance is worth forty creations in dress.

Motifs or points in Paris styles are gladly adopted, as in fur coats we use the Paris sleeve and flare collar and revers.

Travellers will agree that even Paris is not so good a shopping town as is Philadelphia, and very many who go abroad defer the heavier purchasing until they get back to Gimbels.

The scribe of this store (Gimbel Bros., Philadelphia) make it a point to be as well posted on the new fabrics and styles as the department buyers themselves. To this end, he is a close student of trade journals. Verbum sap.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sole Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering	Berlin Fingering	Vest and Silk Vest Wool	
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering			Mendings

Especially adapted for Hand and Machine Knitting

We claim that they will knit further and wear longer than any other make.

Wholesale Only — **Send for Samples**

Agent . . .

Duncan Bell

MONTREAL and TORONTO

GOOD ADVERTISING—Continued.

Winnowing the Wheat from the Chaff.

Business men, however, give evidence of beginning to discriminate between the kind of advertising that is of value and the many that are worthless.

Some time ago the board of trade of a large New England city appointed a committee made up of practical business men to investigate and report upon the whole question. Their report has recently been made, and is detailed and exhaustive. It sets out a great variety of facts, which were unearthed in the course of the investigation, many of them quite curious and some very amusing.

Touching the issue of books of ephemeral character, the report details one case where a large number of advertisements were secured on the representation that 10,000 copies of the book would be printed and distributed, while the projectors collected from advertisers several times the whole cost of the work done. In fact, no books were printed except enough to show to advertisers, who, doubtless, thought themselves shrewd in insisting on seeing a copy.

* * *

A Committee's Interesting and Instructive Findings.

The committee gave special attention to the practice of advertising in programmes, theatrical and other, and reached the conclusion that it is practically without value. One curious and amusing instance of testing it is detailed, wherein certain tradesmen—quite a number of them apparently—advertised in some programmes that, for some plausible reason, they would give away certain articles of merchandise usually in fair demand. The programmes were extravagantly "cuckooed" by the publishers as exceptionally valuable advertising mediums, and some of the advertisers, very naturally, were somewhat apprehensive as to the possible result. Such fears, however, were of short duration. As a matter of fact, not one of them had as many as a single call for the articles so advertised, though the ordinary sales continued as usual.

Virtually Blackmail.

Every advertiser, especially in our larger towns and cities, knows full well what an intolerable nuisance the soliciting of advertising for programmes, prospectuses and other schemes of a like nature, has become—indeed, the demands of some of the solicitors virtually amount to blackmail.

In the writer's experience of many years as an advertising manager of New York department stores he was unable to note any appreciable results accruing from this class of advertising. Moreover, merchants taking space in the various programmes, hand-books, cook books, souvenir publications, etc., for charity, in most cases are misled, as the society seldom gets but a small per cent. of the amount paid, nearly all going for expenses and to the promoters. Not unfrequently, when solicitors have represented that such receipts all go to the desired object, a letter is usually shown recommending the promoter and the worthy charity, signed by officers or leading citizens who believe it to be as represented, and who, in many cases, never know that they have been of assistance in taking unfair advantage of the business community.

A New Book Store

Its Opening

SEVEN years of getting ready; seven years of very humble book selling—seven years during which many customers asked "Why don't you spread out the books?"

Will you step in—to-day—not into the old cramped quarters on Third floor—but into—

815 Chestnut Street

The books are spread out at last—a whole store; a building that until we bought it was big enough for a stationery and office furniture store combined.

The Gimbel Book Store steps into its niche as one of the dozen complete stores of its kind in the country.

Come in and browse.

Passage way to and from the main store—a thoroughfare between Chestnut and Market.

An excellent book ad., we thought.

The Clothing Clearing, a Great Hit!



Cleave to that which is Good.

These are examples of facts unearthed. Little wonder, therefore, that the committee unanimously and unqualifiedly recommends the complete abandonment by business men of all these advertising devices and the concentration of all the money that can be devoted to advertising in the columns of the legitimate mediums—the newspapers.

TRADE MARK.

PERRIN'S GLOVES

Celebrated for

QUALITY, FIT, STYLE,

....and....

INVARIABLE SATISFACTION.

See our Samples before ordering for Fall.
Our Spring Stock is now Complete—Send in Your Orders.

PERRIN FRÈRES & CIE., 5 VICTORIA SQUARE, **Montreal**

SPRING 1902

Silk Eton Jackets
the VERY LATEST DESIGNS, from $5.25 up.

Ladies' and Misses'
Costumes, Jackets,
and Separate Skirts.

WRITE US FOR PRICES BEFORE PLACING YOUR SPRING ORDER.



IMPERIAL CLOAK CO.

1924 Notre Dame St., MONTREAL

GOOD ADVERTISING—Continued.

Even Newspapers Not Guiltless.

But, while all this is true, and the newspapers are right in condensing it, the same press is far from guiltless in the matter itself. Newspapers, especially in the smaller towns and cities, are to be strongly condemned for allowing their publications to be used by promoters to work up special illustrated, biographical or industrial editions, the advertising in which is well nigh worthless. As hundreds of advertisers have subsequently learned, these special publications for which they paid so heavily for write ups were not as represented, either in regard to character or circulation, nor were in reality, as they supposed, in the interest of the paper which presumably got it out, but in that of a concern which makes a business of going from place to place paying the newspapers for the privilege of using their names in issuing a special edition, the value of which is very doubtful.

* * *

Other Worthless Mediums.

Other schemes which may be written down as worthless advertising mediums are the different registers for lodge and society rooms, originated by a promoter who goes from city to city urging societies to adopt a register for visitors to sign. The solicitor then gets one of the Order to go with him from office to office to vouch for their need of the register, although in reality it would be seldom looked at. Uusually, some "easy" member will consent to accompany the solicitor without recompense; otherwise, he is paid.

* * *

Careful Discrimination Called For.

Standard local directories, and probably some others, are reliable publications, but there are many directories offered that are worthless as advertising mediums, and careful discrimination should be made.

While some of the publications gotten out by firemen, policemen, secret orders, churches, and the like, may be of benefit to the interests concerned. it can't be denied that shrewd advertisers are unanimons in the belief that they have little, if any, value as advertising mediums. While they feel obliged to smile and appear to be willing to take space in many that are offered by the "fair women," who are really soliciting for "love of the cause," their looks belie their feelings, and their is now a general desire among all classes of business men for united action to rid themselves of this burden.

Joint Action Taken.

To this end, in many cities in Uncle Sam's domains, agreements have been recently circulated among merchants and manufacturers for their signatures, whereby they jointly and severally agree voluntarily to refrain from purchasing advertising space in any but regularly-established publications, said contract to become binding when at least 100 representative business concerns have signed it.

In Springfield, Mass., such an agreement, with signatures, was printed and one furnished to each signer. Therewith was also given a neat card reading: "Member of Springfield Board of Trade Advertisers' Protective Association," which could be displayed for the delectation of solicitors.

Should Prove Generally Popular.

Such an agreement, it would seem, should meet with favor among all classes, especially societies, relief associations and the various orders of workmen, as much harm has been done them in the eyes of the community through misrepresentation of their advertising solicitors, although they, the societies, are not to blame.

It is not proposed by this method to restrict in any degree the giving by the business community to worthy objects. On the contrary, it is thought it will be the means of increasing the cash contributions to charitable institutions. Be that as it may, there can be no question but that it will relieve the merchants from these innumerable advertising schemes whereby the objects for which they are circulated, and for which the money is given, receive little or nothing.

To Stimulate Action.

In all this there is doubtless food for reflection for Canadian merchants confronted by the same problems. Perhaps these suggestions will at least stimulate thought, though they may not supply an ideal solution.

Embroideries.

There is more than simply heaping together a mountain of goods in making up an embroidery stock that will really interest you. Quality, of course, you want that. And you want variety; but you also want the sparkle of novelty and the certainty that there will be enough of the particular sort you choose—matching lines in all the widths. See if we are lacking in a single feature. We believe that no equal assortment was ever before offered in this city. We know that we have outdone our own best efforts of other years.

From the pen of Manley M. Gillam, of Wanamaker fame, now writer for the reorganized Simpson, Crawford Co.

Whoever appears to believe in our ability to serve them well, stimulates us to serve them better.

Worth quoting at head of ad., day in and day out.

The Friend that Comes Early

EVERY HOSTESS knows the delight of talking familiarly with the intimate friend that comes early to any social function. Without haste, or formality; without a dozen other guests to distract thought and attention, one can say and do and learn the things that are most gratifying; as is impossible when the formal hour brings a houseful of guests.

Wanamaker's is the friend that comes early to the housekeeper with Spring plans in mind. Now—before the hurry-time comes with its dozens of distracting worries—the ambitious and tasteful housekeeper may arrange her plans in most satisfying manner by visiting this

FEBRUARY FURNITURE SALE

From Wanamaker's (New York) ad.

HARRIS & COMPANY

Limited.

Rockwood - Ontario

Ladies' Suitings
Frieze Overcoatings
Wheeling Yarns

DIGNUM & MONYPENNY

Sole Selling Agents **Toronto**

DO YOU

handle our superior lines of Corsets, Bustles, Dress-Stays, Etc.? If not, we would be pleased to have you write for particulars.



BRUSH & CO., TORONTO, ONT.

Brice, Palmer & Co.

Telegrams "Eminent" London

London, Eng.



BRICE, PALMER & CO.,
LONDON, ENGLAND.
Warehouse: 14 Cannon st., E.C.
Factory: 90-92-94-96 City Road, E.C.

Manufacturers of

THE "EMINENT" RAINCOATS

Ladies', Misses', and Children's

CLOAKS and SUITS

We have appointed

CUFFE, POOLER & DOUGLAS

1 WEST WELLINGTON ST., TORONTO

our representatives for Canada. Samples to be seen at their warehouse.

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

UP-TO-DATE IDEAS.

WHY do merchants trim their windows? We fear this question is ignored by many trimmers. When a merchant goes to any expense connected with his business his object is to sell goods. There are several ways to do this through the show-window.

One way is to display a shirt waist or a pair of shoes, or any other article, so prominently that they will attract attention of the passer-by, who, seeing their desirable qualities, is induced to step inside and purchase.

If but one plate glass window existed in a town, that window, filled with any class of goods, would surely sell them.

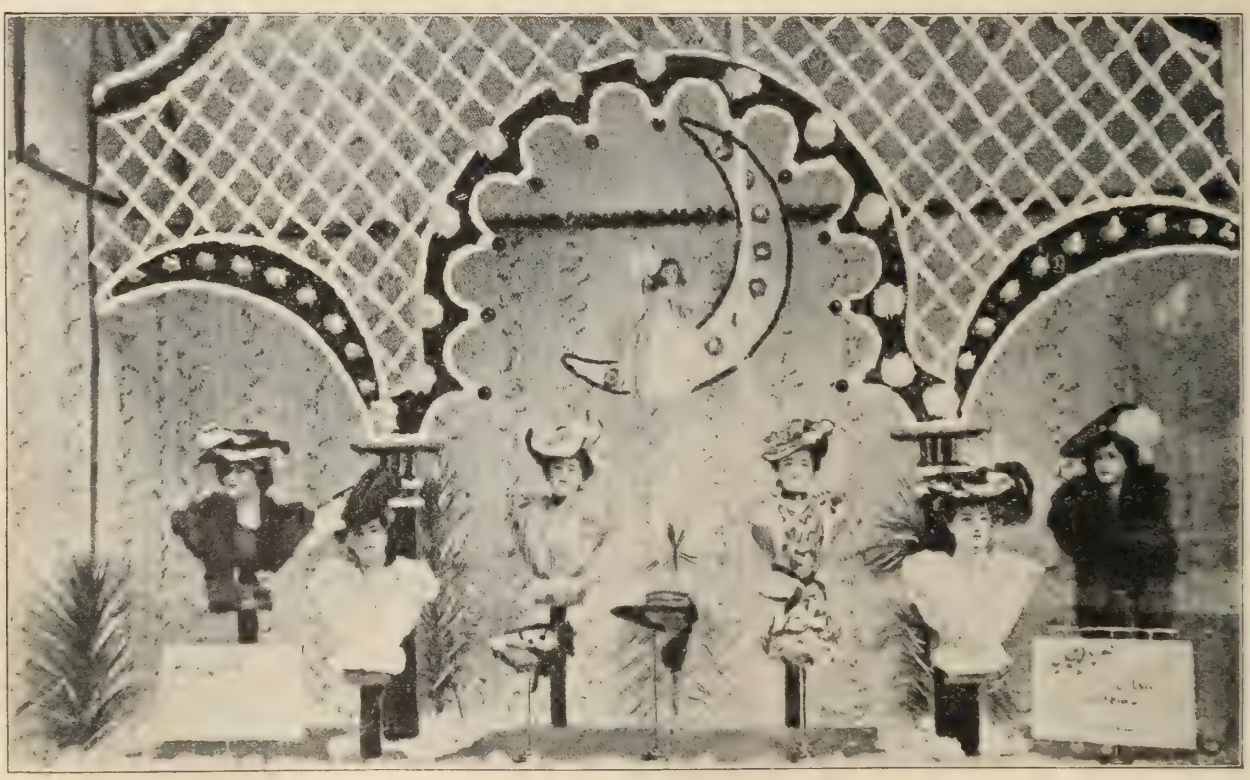
But there is competition everywhere—even in selling goods—and plate-glass fronts line the streets of every village. No need to enter a store to know its contents, as the mos desirable items of the stocks are open to the gaze of all outsiders.

This is a "good thing" for the public but "hard lines" for the merchants. We are not obliged to go within and bother a clerk to show goods—that's our advantage. But the merchant finds that, despite his handsome windows, he is but one of many—that's his disadvantage. The windows are absolutely necessary. He might as well go out of business as abandon them, but he finds they are an added expense to the old methods of doing business, without placing him ahead of his competitors, unless—but that's where the trimmer comes in.

They may all have good plate-glass fronts, but all have not good men to decorate them. You can't "bunch" the profession, for every trimmer is peculiar unto himself and more or less valuable to his employer.

The remark, "Brown has a pretty window," is usually followed by the sentence, "Brown has a good window-trimmer," so that the competition in selling goods is to-day largely directed and influenced by the competition of window-trimmers. These men are usually intensely interested in the success of their employers. They want to excel the efforts of all other trimmers and establish their own reputations as clever designers.

If windows all looked alike or were of one grade, show-windows would be a failure, therefore something must be done to rivet attention to one particular window and that one always your own.



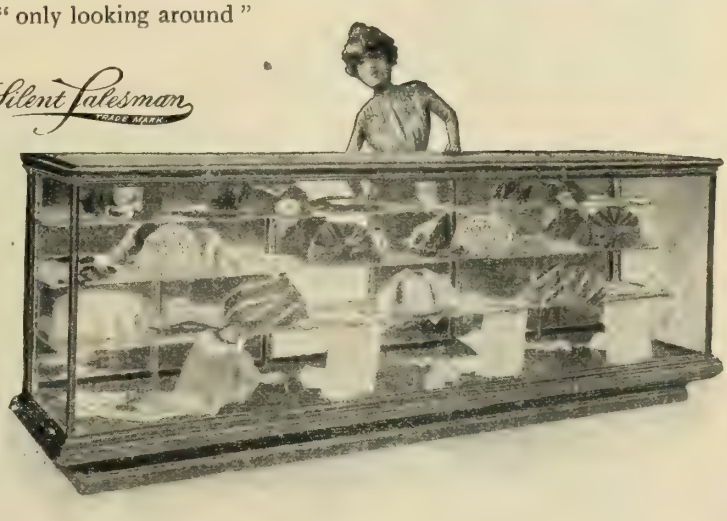
A Typical Millinery Opening Display.

First Impressions are Lasting

It's the "just dropped in" and "only looking around" customer that you want to hold.

Phillips' Illuminated Show Cases

Silent Salesman TRADE MARK.



attract this indifferent class by putting your goods before them in a way that commands their attention and makes sales. They "talk" when persuasion by the salesmen would be resented.

The phenomenal sale of "*Silent Salesman*" Show Cases hasn't been due alone to their highly ornamental qualities, nor even to their superior excellence in materials and workmanship.

Their popularity is based upon the fact that they attract customers where the ordinary show case would be passed by. This means increased business for you.

Send for descriptive circular (illustrated in colors) and full particulars.

John Phillips & Co., Limited,

Canadian Branch—WINDSOR, ONT. **DETROIT, MICH.**

L.L. CLINE Adv. Dept.

K. ISHIKAWA & CO.

TORONTO, ONT.

Japan Silks.

Japan Taffeta.

Fancy Corded Silks.

Printed Foulard.

Printed Liberty Satin.

Ladies' and Boys' Windsors.

Japanese Matting.

Crompton Corsets

The Corsets That Pay The Merchant To Handle.



New Straight-Front Bias-Gored Designs For all styles of form.

Crompton's New Parisian Girdle Corset.

Best of all Corsets for Slender Figures.

A record-breaker in Sales.

Other new models now being manufactured.
Write us before placing orders for foreign makes.
We can give you wider margin of profit.

THE CROMPTON CORSET CO., Limited

TORONTO, ONT.

WINDOW DECORATING—Continued.

HINTS RE EASTER TRIMS.

Now is the time to be thinking out your designs for the Easter trims.

Frameworks can be prepared during the spare hours now when trade is dull. A good idea is to plan out your Easter trims on paper, then, when the time comes around for the Easter windows, you will know just what you are going to do, and just how every trim is going to look.

The millinery trims should be very elaborate—use lots of flowers and foliage, as these are very suggestive emblems of spring.

The illustration suggests ideas for a beautiful, effective Easter millinery trim. The background is pleated with white cheesecloth, and bordered with a puffing of green of some material. Artificial smilax is hung at intervals along the background. The framework in foreground can be cheaply made at any factory. It is covered in green felt, and bordered with a ruching of white cheesecloth. Covered electric lights are arranged around the centre circle. The floor is covered with green felt. This design could be adapted to a display of any line of dry goods, especially silks, dress goods, or spring mantles.

THE EASTER GLOVE WINDOW.

The glove window is a very important one at Easter. Most ladies consider a new dress or a new mantle incomplete without a new pair of gloves.

A good idea to display gloves is to make a neat drapery along the back and sides of the top of window, of light-colored drapery material (cashmere preferred, in pale blue, pink, or light green or yellow).



A Window of Tailors' Materials.

If you have no mirrors at back or sides of window, pleat it in white cheesecloth over white cotton ; cover the floor of window (smooth) with felt or velour.

Take bendable strips of wood about half inch by one inch, cover these in white, lay them on the floor and drive stout knitting needles into them about six inches apart. Bend these half circular in different positions in the window, and fasten or nail them in position required.

Over each needle run a glove, allowing the needle to go into the middle finger of the glove. This shows the glove off to perfection.



Dress Fabrics.

Drive needles six inches apart over the floor of window, and place a glove on each. Add a price ticket to each line of gloves. Place a jardiniere stand, with an Easter lily in bloom, in centre of display, and you then have a neat business glove window.

FESTOON DRAPERY.

Nothing looks more artistic in dry goods window dressing than well-executed festoon drapery, and it is being used in all the high-class houses at the present time.

No matter how proficient in some lines a trimmer may be, if he cannot drape he is not considered a first-class trimmer. The idea is very simple, and the following sketch and explanation, if studied out, will be very readily understood :—

In former years festoon draperies were mostly made with cheesecloth, or light fleecy material, but latterly trimmers have discovered that a drapery of heavy rich goods makes a very desirable "cornice" to back a display. Upholstery material—heavy brocades, reps, raw silks, etc., are now used extensively, and the effect is both rich and artistic. Although by no means a new idea, yet there are many decorators who have been unable to master the knack of hanging this popular "festoon and rosette drapery." The method is simplicity itself when once understood, and will be as valuable to the amateur trimmer as any one item of information he may gain pertaining to his art. One end of the fabric is first pinned along the line to be draped, the distance being spaced equally, and it is an advantage to have little wooden sticks or spindles, projecting a few inches, where each rosette would come, so that the material hangs clear of the wall, instead of flat against it.

Whatever the distance is between the pins, three times the same length of cloth should be allowed to make the festoon. About eight or ten inches below the pin the material is tied

REG° TRADE MARK Cravenette PROOFED —BY— CRAVENETTE Co LTD

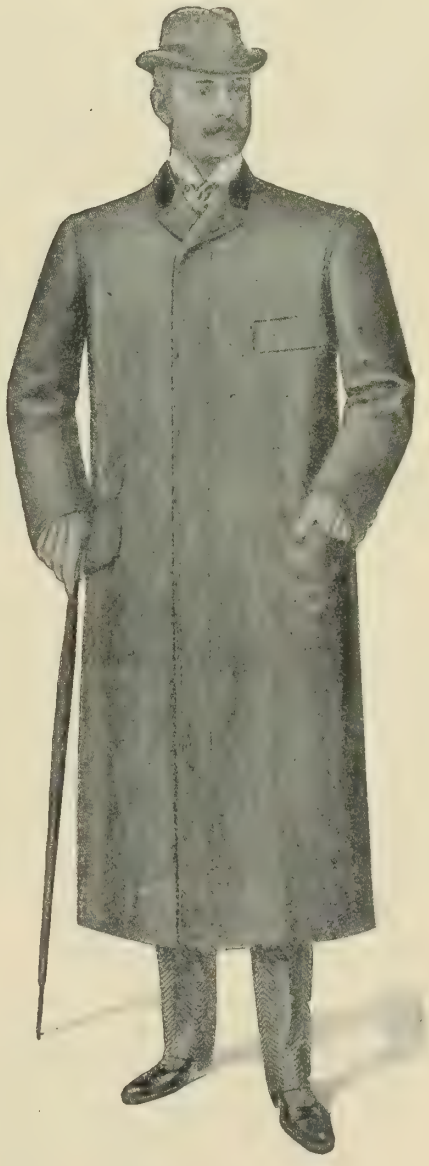
Cravenette

Cloth

is asked for by every lady and Gentleman ordering High-Class Waterproof Garments. The ladies who want the best material for a Rainy-Day Skirt will have no other.



Can you supply your customers with this cloth? Nothing can take the place of it in regard to appearance and quality.



SEND YOUR SPRING ORDER IN NOW. DON'T WAIT.

S. Greenshields, Son & Co.,

Sole Selling Agents for Canada.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

WINDOW DECORATING—Continued.

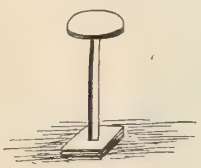
together tightly with a piece of cord, the surplus material thus gathered together being for the purpose of forming the rosette. Removing the pin the cloth is lifted up and the pin inserted at the same place again, but in such a way as to hold the fabric just where the knot was tied. Tacks may be more easily managed than pins, but where goods are used that are to be returned to the department, it is always preferable to use pins as they will not injure the material. To make the rosette, merely turn the bunch of surplus fabric inside out and pull or bunch it into shape. The illustration should be clearly understood, which shows at one end the fabric pinned up, the next loop has the string tied around it and the third is finished in a rosette. The folds should be worked back and forth with the fingers so as to give them a graceful hanging. A little experiment with a piece of goods will generally prove successful. Light cashmeres are the easiest of all materials to drape as they fall into graceful folds easily and are about the proper width.



How to Festoon Drapery.

TAILORING TRIMS.

As the new tweeds for men's clothing will soon be in and as a hint on a display of this kind may be of value to those contemplating putting in a tailor's trim, THE REVIEW presents an illustration of a first-class display of this class of goods. The main feature of this trim is the price ticketing. The stand used to display the tweeds on is a simply constructed one and every tailor who is interested in his window dressing should have a dozen or so of these. They can be made at any factory for about $3 a dozen. It is merely a ½ x 1½-inch strip about three feet high, supported on a ten-inch square block of wood two inches thick. The top of stand is a circular piece of wood about 12 inches in diameter and one inch thick. See drawing.


Display Stand.

A FEW SUGGESTIONS.

TO SHOW HATS—Some enterprising trimmer hit upon a novel scheme to show millinery. He made a collection of theatrical lithographs of actresses and cut out the parts with the heads on. These are backed up by thin strips of boards which project out just far enough above the heads to allow a hat to be set on them in a natural way. A few of these make an attractive display.

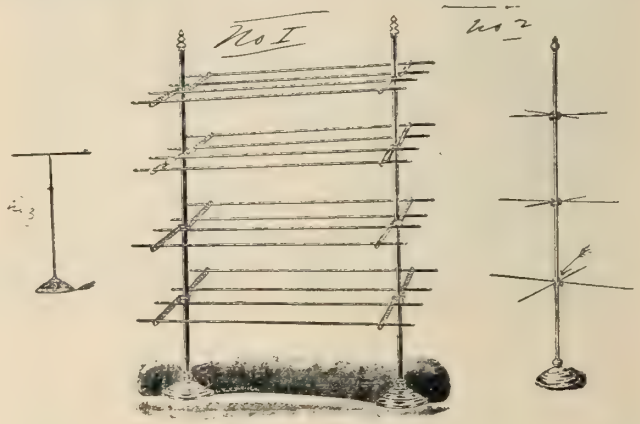
TO SHOW RIBBONS.—A pretty effect is created by pushing out the centre of a bolt of ribbon and extending the coils to as great a length as the bolt of ribbon will admit.

SHOES.—In displays of shoes a new idea is to puff the top of the show in colored China silk or tissue paper, in some nice contrasting color to the goods used on the floor of window.

BLACK GOODS.—These are very hard to display owing to their color, and in most cases the goods cannot be seen from the outside as they make a mirror of the glass. To counteract this don't crowd the goods together. Show them against a white background and between each stand puff white or colored silk on the floor. This will generally overcome the heavy reflections from outside and will show up each pattern distinctly.

INFORMATION ABOUT FIXTURES.

"M. & Co.," Sydney, write for information about window fixtures for a window 10 feet wide, 12 feet high and 6 feet deep. The best fixture for general use is the one like (No. 1) illustration. This can made for about $35. It stands nine feet high, and is about seven feet wide. The bases are heavily weighted, so it will not fall over easily. The arms



Fixtures for a Window.

(or ratchets) as they are called, can be tilted at any angle. On this stand can be shown gloves, hosiery, ribbons, laces, men's furnishings, blouses, belts, and numerous lines of dry goods. I have several of these fixtures in use, and find them the most economical fixture. For the two uprights I had made a set of nickel arms (18 inches long), and by removing the ratchets and putting on the other fixtures, it gives you an entirely different fixture which can be used to show silks and various lines on. (See illustration No. 2). This fixture, along with a dozen "T" stands (see No. 3), will be found to fill nearly all requirements for a window the size of the one mentioned, and is also sufficient for several windows. They can be used in many different ways. The "T" stands cost about $15 a dozen. I would advise having the cross arms made of half inch stuff. The ready-made fixtures are only ⅜ of an inch, and are not strong enough. Several firms advertising in The Review can be recommended as good houses for these goods.

H. H.

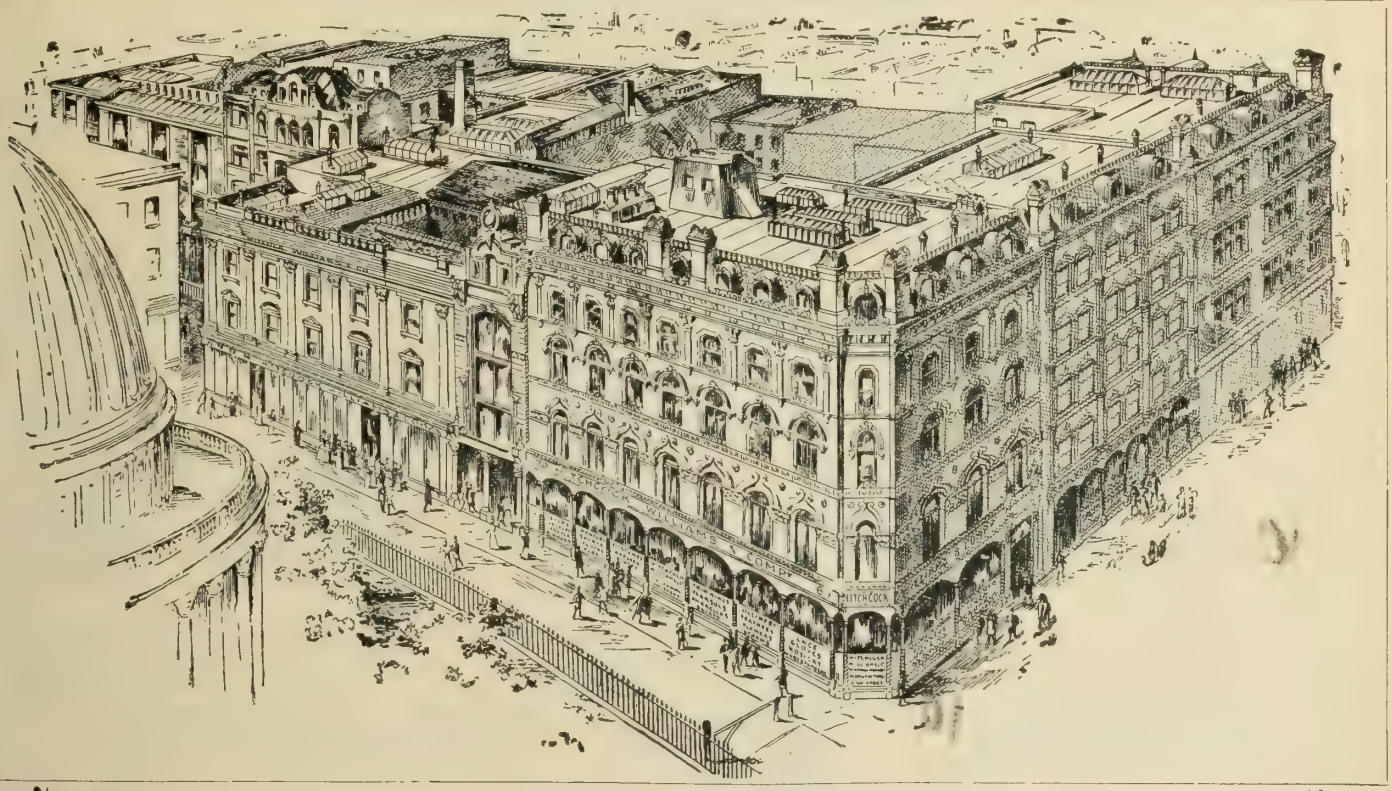
DOMINION OILCLOTH CO.

The annual general meeting of the shareholders of the Dominion Oilcloth Co. was held February 20 in their office, corner of St. Catherine and Parthenais streets. Mr. J. O. Gravel, president, was in the chair, and the usual business reports of last year were presented. The following were elected directors for the ensuing year: Messrs. J. O. Gravel, Andrew A. Allan, J. J. McGill, Hugh A. Allan and John Baillie.

At a meeting of the directors, held immediately after shareholders adjourned, the following officers were elected: President, Mr. J. O. Gravel; vice-president, Mr. Andrew Allan; secretary, Mr. John Baillie.

J. P. Beauchamp, of J. P. Beauchamp & Co., has been elected president of the board of trade formed at Qu'Appelle.

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Coronation Year.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe visits Canada twice a year, and will arrive in Montreal about the end of April for the coming Fall trade. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

NERLICH & CO.

Catalogue Now Ready.

Base Ball . . . .

A complete line of Spalding's trade-marked Balls, Bats, Mits, Masks and sundries. Some very special values in our own range of popular-priced Bats and Mits.

See our "Crown" Brand Base Ball Mits.









Tennis



Spalding Rackets, Ayre's Championship Balls, Practice Balls, Plain and Tarred Nets, Poles, Guy Ropes, etc.

Lacrosse

"Lally," "McBriarty," "Arapahoe" and "Maracopa" Sticks as used by leading players. Leaders in Boys' Sticks to sell at from twenty-five to seventy-five cents.

Toy Garden Sets
Sand Pails, Spades
Paper Lanterns
Flags
Hammocks
Air Rifles

WRITE FOR CATALOGUE.

NERLICH & CO.

146-148 FRONT STREET WEST
OPPOSITE UNION STATION

Toronto.

BLANKETS BED BLANKETS

TORONTO
C. H. Forster
30 Merchants' Building
50 Bay Street.



MONTREAL
W. H. Reed
Room 1
112 St. Peter Street.

The Slingsby Manufacturing Company
LIMITED.

BRANTFORD, ONTARIO.

COSTUME CLOTHS, KERSEYS, SHEETINGS, CAMP BLANKETING,
MACKINAWS, PLAIN and FANCY, in WOOL and UNION, YARNS, Etc.

BLANKETS HORSE BLANKETS

FALL 1902

Fall Patterns Now On Sale

Designs Thoroughly Up To Date

And are Worthy of the Trade's Inspection.

THE COLONIAL BLEACHING & PRINTING CO.
Limited.

MONTREAL.

THE ALASKA FEATHER & DOWN COMPANY, LIMITED.

Wholesale Bedding Manufacturers.

OPERATING

THE CANADA FIBRE COMPANY, LIMITED.

Wholesale Bed-Quilt Manufacturers.

Head Office and Works: - St. Elizabeth Street, Near Canal,
MONTREAL.

HERE'S A BARGAIN:

Sale Price, - $5.00
Cost Price, - 2.55
Profit - - $2.35

We have a line of Men's Boots, Box Calf Bals, Goodyear Welt, that will sell at the above figures and yield you this profit.

Write for other information to

CAMPBELL SHOE CO.
QUEBEC.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS
AND
TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART
27 Front Street West, TORONTO

DEBENHAM, CALDECOTT & CO.

—SPRING 1902—

SILKS | OUR SPECIALTY | SILKS

No argument so conclusive as doing BEST what others do well.

Special Lines for Spring 1902 in

TORONTO
77 York Street.

LOUISINE SILKS
BRITISH SILKS
TAFFETA SILKS
PEAU DE SOIES

FRENCH FLANNELS
DUCHESSE SATINS
RIBBONS, GAUZES
VELVETS, LACES

DEBENHAM & FREEBODY,

LONDON, ENGLAND—St. Paul's Churchyard, and Welbeck Street W.

NEW YORK—111 Fifth Avenue.
BRUSSELS—16 Rue des Boiteux.
PARIS—115 Rue Reaumur.
MELBOURNE—277 Flinders Lane.
SYDNEY—422 George Street.
TORONTO—77 York Street.

Ladies' Neckwear

LADIES' NECKWEAR IN CANADA.



THERE can be no doubt about the Canadian trade in ladies' neckwear this season. It is going to be a big thing. Retailers who have done so well with it in the past are preparing for a much larger business than before. Those who had been handling it gingerly up to the present time are now buying freely, and the ladies' neckwear department in most of the stores throughout Canada is certain to be one of the most important in the whole establishment this year.

The manufacturers in Canada have shown themselves thoroughly abreast of the times in this matter. They have shown and are preparing to show as pretty stuff as could be desired by the most fastidious buyers. Ladies who are not satisfied with Canadian neckwear this season are persons whom it would be impossible to please with any goods, however selected and made up. Leading manufacturers are arranging for their ranges of cotton materials. The term hardly conveys an adequate meaning of the beautiful fabrics made of cotton which will be shown in this line later on in the Spring. We have seen some really beautiful fabrics for this purpose, not made on this continent at all, but soft effects with fancy and embroidered ends. There can hardly fail to be a great run on such stuff as this.

For Summer there will be a big demand for soft Windsor stuff with the embroidered and fancy ends just referred to, while for early Spring the ladies' stock Ascot is bound to be a large factor.

At the present time there is such a call for ladies' neckwear that some manufacturers have been hard pressed to make prompt delivery for present trade. Taffeta Windsors are still selling well, and fancy ribbon effects are also good. In some quarters the demand for made-up stock collars had dropped off. Quite lately, as is usually the case at this season, a demand has sprung up for made-up satin bows and satin strings.

One of the most striking novelties shown for Spring is a tie which was originated by a New York manufacturer and is being shown by one of the leading Canadian manufacturers. It is illustrated elsewhere in this issue and is known as the "Queenly" tie. From present indications it will be a winner, as everyone who has seen it buys at sight.

In the matter of colors the two shades which are mostly in demand at the present time are old rose and reseda green. The latter is a recent favorite. Of course, staple shades, such as pinks, skys and white, etc., are all selling remarkably well.

NEW YORK FASHIONS.

Our trade contemporaries in New York and Chicago all bear testimony to the demand for new ideas in neckwear. The Economist says :

"More and more now is the outing idea manifesting itself in neckwear. The season for these goods is approaching and the trade want to be prepared. As a consequence, manufacturers who get up these ideas are now turning their attention more this way, although the Spring stuffs and fancier forms are still being turned out in great numbers.

"Stock Ascots of every description are being shown, as well as the other forms for outing wear, with pique stock parts and butterfly or other bows. These forms are adaptable for either men or women, and are as suitable for one as for the other. As a consequence, the women's neckwear people are taking them up very largely, and they certainly should be shown in the women's neckwear section.

"In some stores outing neckwear of this character is displayed in the men's section only; but there is no reason in the world why the goods should not be shown in the women's section also. It will increase business in them very materially, for, while some women would go to the men's section for wear of this character, others would not think of it, and, in fact, would not purchase outing neckwear at all unless called to their special attention.

"Display is the thing that calls attention to the goods and sells them, and these goods should be displayed if they are to be sold. It is a little early yet for this, perhaps, but after the selling of the fancy lines has gotten well under way, the buyer must see that he has enough outing neckwear to make a good show.

"The strong point in the neckwear field to day is the embroidered turnover collar. This idea has come up new during the present season, but has already attained a prominence little short of wonderful.

"The collar is so neat and sets off a plain neckband so prettily and stylishly that a woman cannot resist it. Then, too, it has that extremely clean appearance, or should have, to be attractive.

"The fact that the collar can be laundered also adds very greatly to its prominence, and it certainly is one of the points most worthy of attention. The profit in these goods is also adequate.

"The most popular seller is put out at 50 cents, although numbers can be obtained for half that price. These, however, we do not advise retailers to push. You can easily sell the 50-cent collar and the results will be far more satisfactory than if you do the business on the 25-cent article. Your increase in sales in selling the 25-cent collar would not be sufficient to pay you for pushing it in preference to the number at double the price.

"In the bow and ruff line there are new ideas constantly brought out as far as detail is concerned. Lace-trimmed affairs seem to be making their appearance here more strongly, and although they are not yet very heavily intrenched, they are gradually becoming more prominent.

"As a rule, these take the form of effects trimmed with narrow lace edging. Vals. and torchons are especially used for this purpose, it being only the lighter sorts that can be utilized. A heavy lace would be too clumsy and weighty for the majority of neck pieces of this character.

"Flower effects are becoming moze prominent. Both the regular flowers and those made in floral form in various kinds of silk are liked. The latter frequently form the entire ruff part of a boa, and are most effective for the purpose.

"The real flowers, however, are used mostly as a trimming and are seldom put on as heavily. Roses, lillies of the valley and heliotropes are about the only sorts that have yet made their appearance to any considerable extent, while silk affairs, roselike effects, have the decided call."

The most popular colors in taffeta neck ribbons this Spring are white, ivory, sky, old rose, cardinal and black, and from



"The Queenly"

THE NEWEST TIE TO BE SEEN
ACROSS THE BORDER.
A LEADER FOR A HALF-DOLLAR LINE.
IN RICH, PLAIN COLORED SATINS.
IS MADE WITH BANDS, CARDBOARD
OR "ESCUR" SHIELD.

E. & S. CURRIE, - - TORONTO.

LADIES' NECKWEAR—Continued.

3¾ to 4 inches are the most fashionable widths. The Wyld-Darling Co. are making preparations for a large trade in these, as they are also for velvet ribbons in all widths with both satin and cotton backs. They also show all the latest destgns in valenciennes, torchon and plain laces, which will be very much used during the season.

A London, Eng., writer on fashion says: "The stock band, or front, is being pretty generally applied now to all the familiar shapes in neckties, and it is, perhaps, to the full Ascot cravat and the dress bow that its introduction produces the best effect. The stock Ascot looks well only in dark colors, and as the band across the front of the collar means an extra display, it is advisable that any pattern it may bear should be of the neatest possible kind. Although there are many neat patterns in the dark brocaded silks, a plain weave of silk is recommended, as carrying with it much of the character of a form of cravat which has always had a certain amount of attraction for sporting gentlemen, and which to-day is more dependent upon them for its success as a fashion than upon any other class. For sportsmen—using the term in allusion to the highest types to be seen at Tattersall's in the season, and not to "bookies"—have ever given the lead in neatness of attire; and it is undoubtedly to the quiet but smart sartorial inclinations of, notably, our military sportsmen—the men who play polo, drive coaches, and ride in steeplechases—that a deal of the general neat effects in men's dress of the present day is due. One military sportsman and man-about-town can exercise more influence in the direction of men's fashions than can a dozen dandies. The fact is, dandies are apt to try too many fanciful experiments. For instance, a hosier with an extensive clientele in the Parish of St. James, has found that his dandy customers have given their preference, in the matter of stock Ascots, to the light brocaded silks, while his military and sporting customers have almost to a man chosen a navy blue silk patterned with a sparsely-placed spotting of white. This is certainly the neatest and most appropriate material for such cravats."

JOHN D. IVEY CO. DINNER.

The annual dinner of the travellers and house staff of The John D. Ivey Co., Toronto, last month, was one of the most enjoyable in the history of this well-known firm. A pleasing feature was the presentation of a group photograph of the staff to Mr. Ivey. In acknowledging the gift, Mr. Ivey said that it was a great surprise, but a surprise that would mark one of the most enjoyable experiences of his life. The chair was ably filled by Mr. Chas. G. Duncan, the firm's senior traveller. "The Firm" was responded to by Mr. John D. Ivey; "Our Guests," by Mr. A. M. Ivey and Mr. John T. McKinley; "The Travellers," by Mr. H. W. Martin, Mr. T. R. Caldwell, Mr. Geo. Ferris, Mr. W. T. Heaslip, Mr. S. A. Ivey, Mr. W. J. Wilkinson and Mr. J. Martin. A particularly pleasing toast was "Early Recollections," to which Mr. C. G. Duncan and Mr. H. W. Martin responded with interesting reminiscences. Mr. John Trimmer, Mr. F. A. Peardon and Mr. N. Dickson replied to "The House Staff." Songs by Mr. Calder, Mr. Percy Ivey, Mr. S. A. Ivey, Mr. N. Dickson, Mr. J. Martin, Mr. M. Buchanan and Mr. A. M. Ivey contributed largely to the success of the dinner.

Mr. J. A. Stewart, of Exeter, attended the millinery openings in Toronto and assured THE REVIEW that business was in good shape and the outlook promising.

SOME FACTS ABOUT IRISH POPLINS.

AS British silks are being revived to a considerable extent a recent report on Irish poplins is of interest in trade circles. At present, there is a decided improvement in the trade, due probably to three causes—the active interest taken by the Queen in the British silk industry, Irish as well as English, the peculiar suitability of the material to the fashions of the day, and the special favor shown it by many of the leading English, French, and American firms, who have lately given large orders.

Like the English silk industry, the Irish poplin trade owes its origin to the revocation of the Edict of Nantes and the expulsion of the Huguenots from France. Many of the emigrants settled in Dublin, and the trade still remains in the hands of their descendants. The rule is rigidly enforced that none who have not served a seven years' apprenticeship and who are not the eldest sons of regular tradesmen may work or will be recognized as weavers. This may have much to do with the high class of work produced.

The silk used for poplin comes from China; it is dyed in Dublin, the colors being unrivaled in brilliance. Dublin seems to be the only place where this exquisite fabric can be satisfactorily made. This has been put down to some peculiar quality in the water. Poplin is, as everyone knows, a combination of silk and wool, so woven that the upper and lower surfaces are of the purest silk, while the interior of the material is wool, thoroughly shrunk before weaving, so that "cockling" is an impossibility. Considering of what it is composed, this material is wonderfully inexpensive, the prices ranging from 3s. 6d. to 10s. (85 cents to $2.43) a yard, while the brocades vary from 6s. to 18s. ($1.46 to $4.38) a yard. Gold and silver brocades are not included in this estimate. Lengths of any color can be made in 14 days, while original designs can also be carried out. It is a most economical material, for it outwears all others and looks well to the end. Poplin is divided into three classes—single, double and terry. The first two are so much alike that the uninitiated could not tell the difference, which consists in the quality of silk used in the warp; the third is corded and is that class which is mostly associated in the public mind with Irish poplins. So much ignorance of this beautiful material has existed, that those interested in the Irish poplin industry are earnestly hoping that the festivities connected with the coronation will attract public ettention to it.

WHOLESALERS IN SESSION.

The dry goods section of the Toronto Board of Trade have decided to draw up a circular in reference to essential clauses in fire insurance policies. The idea is to issue a circular calling the attention of merchants to certain clauses in their policies which are often overlooked, and disregard of which affects the policy in case of a fire. The matter of chattel mortgages was discussed, and it was decided to bring it before the council of the Board of Trade with a view, if necessary, to having a deputation wait on the Government to have the law in regard to registration in every case made quite clear. At present, it is stated that, under certain circumstances, a chattel mortgage need not be registered. Mr. Woods, chairman of the section, sailed for the European markets via the Mediterranean March 8.

The Very Latest Creation



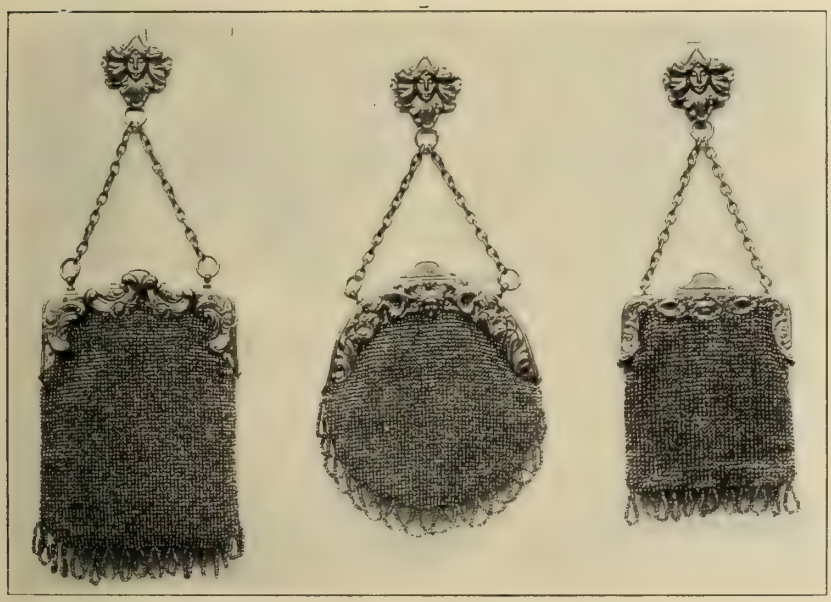
Back returned to 8/3/02.

Ladies' Straw Belts

These are going to be a fast selling novelty. Better send for samples **now** before the "other fellow" gets them.

We are manufacturing a nice range from

$2.25 to $4.50 per doz.



No. 86—Steel, with heavy French Silver Frame, **$16.00** per dozen.
In Black, with Oxidized Frame, **$12.00** per dozen.

No. 87—Steel, with heavy French Silver Frame, **$16.00** per dozen.
In Black, with Oxidized Frame, **$12.00** per dozen.

No. 85—Steel, with pretty French Silver Frame, **$11.00** per dozen.
In Black, with Oxidized Frame, **$9.00** per dozen.

Send us your orders for

Beaded Chatelaine Bags. . .

WE MAKE THEM.

Our prices are from **33⅓** to **50** per cent. lower than imported goods. These bags are strongly made, lined with good quality calf skin and mounted on handsome Oxidized and French Silver Frames.

We illustrate here, three of our leading numbers. The cuts give but a faint idea of these really beautiful goods. Write for samples **to-day.**

Have you stocks of *"Cushion Grip"* Hose Supporters in your Notion and Corset Departments?

PHILLIPS & WRINCH

Manufacturers of Belts, Hose Supporters and Jewelry.
Importers of Smallwares, Hair Ornaments, Needles, etc.

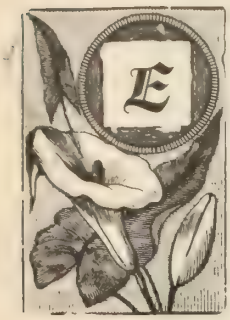
5 Wellington Street West,

QUEBEC: 74 St. Joseph St. **Toronto.**

Waists

Silk, Cotton, Flannel, Albatross and Cashmere.

THE FORTHCOMING STYLE.



EMBROIDERED front goods are a prominent feature of the waist business in the United States, and they will doubtless take a front position in the business in Canada. All embroidered effects are good and also scarce. Blind and all-over stitching work is in heavy demand.

The three quarter cuff is the only style that has any chance of great popularity this Summer. This cuff requires a longer sleeve, and this part of the season's waists is some three inches narrower than the style of last year.

All sheer materials are in demand. Indeed, it is impossible to get the goods too sheer. As regards open backs and fronts the tendency appears to be the same as it has been all along. Two-thirds of the present orders are for the open-front waists, and manufacturers believe that repeat orders will be for open fronts alone.

The popular linen color will be a leading feature of the waist trade this year. There are several shades in this color, but most of them are pleasant and should be well liked. Self colors in pongenettes, batistes, sheer zephyrs, etc., are going well, and black is in as heavy demand as ever. Black sheer goods with fine white stitching down the front make up a decidedly pretty waist, and that they are selling so rapidly occasions no surprise.

Manufacturers are very well pleased with the class of goods taken. The very finest fabrics and workmanship are in good demand, and it is plain that the smart Canadian woman is willing to pay a good price for the right goods. One manufacturing firm which goes in for only the higher class goods have sold up to nearly three months ahead.

In the matter of these handsome Swiss embroidered waists it is a satisfaction to know that they can be made much cheaper in Canada than in the United States. The United States duty on such goods is about double ours, and whatever line of the kind has to be imported in both Canada and the United States, it can be obtained by retailers here very much cheaper.

The statement by some American houses that we take only cheap goods in this line does not appear to be very well supported by facts. A Montreal house is doing its heaviest trade on $10 and $12 waists, and these are retailed to the wearers at a good profit. A $12 or $14 waist cannot be counted in the cheap list.

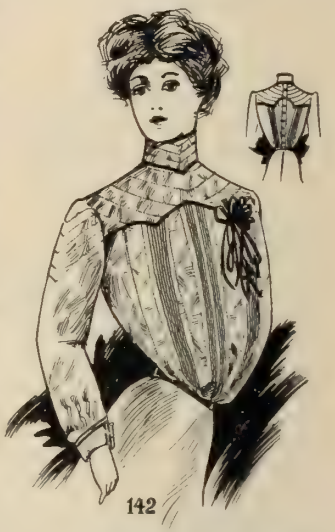
A novelty lately introduced by The American Silk Waist Manufacturing Co. is the shirt-waist suit. These are made in all unshrinkable materials and in several new cloths and designs. They have made a big success of the Gibson waist; the wide effect in the shoulders and slim waist effect seem to be just what is wanted and just what is expected in a waist of this name. They still find a big demand in the hemstitched waists in the medium-priced goods. Although, since the opening of the season, they have shipped large quantities of waists, up to the present time not one complaint has been received from buyers as regards fit, workmanship or style. In taffetas, buying can be safely done here. They guarantee all the taffeta put into their waists, even the material in their leader, the $3 waist, all-over tucked and hemstitched, with the newest sleeves and collars, is fully guaranteed. Another novelty shown is the lace applique bolero jacket, which is in such demand in the United States.

The cut of waist shown on this page has been much admired by the trade. It is made of good quality taffeta, yoke effect with large bow of silk baby ribbon. This waist is made for straight-front figure, with latest cuff and collar, buttoned in the back.

THE SILK WAISTS TRADE.

Business among the waist manufacturers is brisk at present, all those visited by THE DRY GOODS REVIEW representative being busy on orders for the Easter trade.

The Gibson waist will doubtless be very popular this season. The wide shoulders and narrow waist effect is what one expects from such a name as the "Gibson," and the fact that this waist will take any kind of cuff makes it the more desirable. Several materials are used in it, among the more popular being black moire, white gros grain and black peau de soie. Every dealer should have a range of these, at least in the staple colors. These waists are best suited for slim, long-waisted figures, the broad shoulder effect being lost when on a stout person.



No. 142. Designed and shown for Spring by The New York Silk Waist Co.

Waists buttoned in the back are still much in demand, and are likely to sell well throughout the Summer in low and medium-priced goods, in both lawns and silks. It is said that a new waist will be out shortly with an invisible opening in the front, a style that is expected to take the place of that which buttons in the back.

Lustres and albatross will again be much worn, and at popular prices should be very good stock for the retailer. Among the higher-priced waists sold for Spring some yoke styles were very handsome.

Taffetas remain a staple for silk waists and silk skirts, though some houses report a falling off in the demand for this season, and better sales for such materials as peau de soie, louisine, silk warp henriettas, tamalines, etc. Other manufacturers have found a large sale for the medium and higher grades.

There are different grades of all silks, and some very cheap lines of taffetas, which have lately been put on the market, and which, like any other low grade of silk, will not stand work or wear, have been cried out against by manufacturers of soft materials. A medium-priced taffeta is always better than a medium-priced soft silk of any finish. The higher-priced taffetas have never been equalled, and they are

THE NEW YORK SILK WAIST MFG. CO.

Fit
Finish



Style
Quality



This Month's Leader to retail at $3.00.

NO. 145—Best quality Richesse Taffeta. Buttoned in the back. Front, back, and collar tucked. Latest cuff and sleeve, trimmed in fine insertion. Black only.

THE NEW YORK SILK WAIST MFG. CO.
40 St. Antoine Street, MONTREAL.
The Largest Exclusive Waist House in Canada.

J. E. Snider & Co.

WILL AGAIN BE TO THE FRONT IN THE
Mantle Trade of Canada.

MR. SNIDER has spent the last three months in Europe supervising the production of the finest line of samples of

Ladies', Maids' and Children's Jackets, Capes and Cloaks

that has ever been shown in Canada. Any merchant handling these lines should, **in justice to himself,** see this range of samples before placing any portion of his Mantle order for **Fall 1902.**

J. E. Snider & Co.
Direct Representatives of Foreign Manufacturers,
5 King St. West, TORONTO.

Reliable Merchants Want
Reliable Silk Waists
Reliable Silk Dress Skirts
Reliable Silk Eton Jackets
Reliable Silk Underskirts
Reliable Silk Shirt-Waist Suits
Applique Bolero Jackets for Easter Trade.

WE MAKE THEM

THIS IS OUR TRADE MARK



ATTACHED TO EACH GARMENT.

Wait and see our

Easter Novelties.

American make on Canadian Soil.
American Prices Less 40%.

WAISTS—Continued.

now selling well. The point is for buyers of silks, especially taffetas, to be careful of the quality, and not take anything lower than a medium grade.

Taffeta silk skirts are among the novelties for Spring that are going well. Ribboned skirts, also, with a long trailing of rufflings and ruchings, appear to be liked. Some very long trails are shown, and in most of the skirts the flare effect in front is the most favored style. Pleated rufflings are perhaps the most popular trimmings.

Eton jackets are also in demand for the Spring season. The latest novelty is the lace applique bolero in black. This is worn over a colored waist, which shows through. The style is one that has acquired great popularity in New York, and, for the Easter trade, is a novelty that will doubtless take well.

The increasing demand for shirt-waist suits of all materials is improving the trade of manufacturers of shirt waists. It puts them, willingly or unwillingly, in the line of skirt manufacturing, and those who do not understand the skirt trade are likely to lose business.

The new cloths shown are in all qualities and names. Stripes are often seen, the woven in stripes being particularly well liked. There are no plaids to be seen as yet, but manufacturers say that after stripes come plaids. Scotch plaids, which were much worn some years ago, are spoken of as the next popular pattern.

In medium-priced goods the hemstitched waist is still a favorite. Appliqued waists are, without doubt, also in the running for the coming season's wear, though there is a good deal of caution being exercised by buyers.

NOTES OF THE TRADE.

The New York Silk Waist Co. have just put out several Easter waist novelties, expressly made to harmonize with some new millinery now being shown, which have been much admired by their patrons. Their eastern representatives are now in town adding new styles to their already large range before starting on the assorting trip.

The New York Silk Waist Manufacturing Co., the largest exclusive waist house in Canada, are in a position to compete most successfully with other houses as they make a specialty of waists and are always up to date for style. They have continually two designers at work in their factory who keep their patrons supplied with the most stylish and salable goods. They are now adding a new range of waists for mid-summer wear and samples will be on the road about May 1. They have a new cloth this season, a clever imitation of taffeta, guaranteed, at prices to retail at $2 to $3.75.

Stevenson, Blackader & Co. are now installed in their new premises at 316 St. James street, Montreal. Here they have a good deal more room as well as a much better lighted building. The building is one of five storeys, the Dominion Cotton Co. being on the third floor.





EXCLUSIVE DESIGNS

LATEST STYLES

PERFECT FIT

"Salem" Brand Ladies' Waists

STEWART, ALLAN & LEMAISTRE
67 LATOUR STREET
MONTREAL

P.S.—Men's and Boys' Shirt Waists.





The Gibson Waists

The Gibson Waist Suits

MADE IN ALL NEW YORK'S LATEST DESIGNS.

The Newest Craze

HAVING UNPRECEDENTED SALE.



NOTE THE WIDE SHOULDER PLEATS.

Waists

White Lawns
Linen Lawns
Organdies
} $12 to $36

Wash Suits

Cambric
Lawns
Organdies
} $24 to $60



NOTE THE WIDE SHOULDER EFFECT.

THE GIBSON STYLES

ARE PURELY AMERICAN, AND ENTIRELY NEW

YOU WILL NEED THEM

Can Deliver These After April 15

We are entirely Sold Up until this date.

Boulter & Stewart Manufacturers

13 Front St. W.
TORONTO

MARKING THE MILLINERY OPENINGS.

MANY hundreds of buyers now visit the cities during the millinery openings. The Spring and Autumn openings are in this way seasons when a big house trade is done. Some wholesale houses go to great pains in preparing their warehouses for the reception of customers from outside. They find that policy is acceptable to the trade.

No house takes more pains in this respect than The W. R. Brock Co., Toronto, and their warehouse last week was a centre of active trade and artistic arrangement. In every department there were evidences of successful arrangement and decoration. This was true of every department from the dress goods down to the staple department. The ribbons and laces were of special interest to milliners. A decidedly choice selection of plain plauen laces, galloons for trimming and fancy muslins was shown. Persian and Victoria lawns are to the front, and choice qualities, with mercerized Madras mulles, in evidence. A much larger range of plain and fancy ribbons is carried by the firm this year than has been usually the case. Valenciennes and plauen laces, galloons, in white, drab, and black, all-over nets, all-over embroideries, nainsook and cambric tuckings, together with a large stock of Victoria and Persian lawns, including a special line of Victorias, sheer finish and wide width, all to retail at 10c. per yard, are to be seen. The firm claim that this is the best ever offered to the trade. Tasty displays of umbrellas and parasols in endless variety, newest styles of belts, ladies' collars in lace and embroidery, just passed into stock direct from Switzerland, also meet the eye.

The ladies' attention was called to the fine stock of waterproof and rainproof mantles, including children's, which are not usually kept.

Hosiery, gloves and underwear are the three pet lines of this firm, and their stock to choose from this year is better than ever. A well-selected assortment of all kinds of ladies' blouses and whitewear was offered. Knowing that 25c. and 50c. are two of the popular prices of the day, special attention was directed to a few lines that Brock's buyers claim will be in general demand among the retail dry goods and furnishing trade to retail at 25c. Electric, Cashie, Reddie, and D120 cotton house, M40X, M50X, and FTA cashmere hose; "Brocknit" cashmere half-hose, Dazzler and Cataract balbriggan underwear; W150, W151, W152, and W183 ladies' vests, special black, 544 cream, 546 greys, 550 white, and 361 tan taffeta gloves, durable, 879 and W107 men's braces, complexion and L35 men's net shirts, are all lines that will attract trade. For 50c. lines we found Bride, Blossom, and G32 in lace hosiery, AE and AG in cashmere hosiery, satin, F11, and mocha balbriggan underwear, W63, W121, and W74 ladies' vests, BB black, WW white, CC cream, GG greys, and TT tan silk gloves, F121 denim, and F197 working shirts, L2 natural wool, and F115 fancy stripe merino men's underwear, to be lines that no merchant should be without. Brock's laces, ribbons, silks, chiffons, etc., are A1.

A new stock of ladies' waterproof and rainproof mantles is on view containing all new styles and patterns, also men's coats and capes, new neckwear, choice goods, exquisite patterns, and correct shapes.

IMPORTED MANTLES.

Buyers of imported mantles will be interested in an announcement of J. E. Snider & Co., the well-known Toronto representatives of foreign manufacturers, which will be found on page 41. Mr. Snider has just recently returned from a three months' business trip, during which time he visited the markets of Berlin, London, Paris and New York. At the former Mecca of fashion he spent a considerable time and placed orders for a large range of samples of the latest goods for the Fall trade, including many beautiful styles at remarkably low prices. Mr. Snider's long experience in this line is ample evidence of his ability to please the trade again during this season.

INTERESTING LEGAL DECISION.

AN INTERESTING, almost a unique case, has been decided by the British Court of Appeals.

An injunction had been granted some time ago by one of the lower courts, restraining Joseph Cash from carrying on business as a manufacturer of frillings, woven names or initials, owing to possible confusion with the same goods of the long-established and well-known firm of J. & J. Cash, Limited. He had formerly been a member of the directors' board of that firm, but had resigned. The decision of the lower court, from which he appealed, practically forbade him from doing business under his own name, a rather curious position for a business man to find himself in.

The Court of Appeal, after hearing argument, altered the injunction to read as follows:

> The defendant, Joseph Cash, be restrained from selling frillings or woven names or initials not manufactured by the plaintiffs as Cash's frillings, or Cash's woven names or initials, and from carrying on business of a manufacturer or seller of frillings, woven names or initials under the name of J. Cash and Co., either alone or in partnership with other persons, or carrying on any such business under the name of Cash, or under any style in which the name Cash appears, without taking reasonable precautions to clearly distinguish the business carried on by him from the business carried on in the frillings, woven names and initials manufactured by the plaintiffs.

Lord Justice Williams observed that when a trade was of such a nature that the products of the trade would become almost indissolubly connected with the business carried on by a particular manufacturer, such a fact ought to be taken into consideration upon an application in an action for an injunction. But, so far as he knew, there had never yet been a case in which an order had been made restraining a man altogether from carrying on in his own name a particular trade. Every decision that had yet been given had been limited to restraining him from carrying on a trade so identified with the plaintiffs' business without taking the steps which any honest man ought to wish to take to prevent his goods being confounded with the plaintiffs' goods, and whose goods are so much identified with a particular name. Under these circumstances, he thought that the order of Mr. Justice Kekewich went too far, and that the order which the Court had now made went as far as it was possible to go.

HOW TO WRITE SHOW CARDS.

A special offer to provide a book of instructions on how to write signs, show cards and price tickets is made elsewhere in this issue by W. Edwards, 423½ Yonge street, Toronto, who has received expert training in this art and is thus able to impart it to others. Those who wish to better their positions by making themselves more useful and adding to their qualifications a knowledge of artistic show-card and ticket writing should write at once, enclosing the small price of $1 for this most valuable work.

The W. R. Brock Company. (Limited)

Late James Johnston & Co.

MONTREAL

The Great Assorting House of Montreal

Advances in Cotton Goods have already taken place.

Further Advances may follow.

But

we can give you the best satisfaction if you will allow us to fill your list of

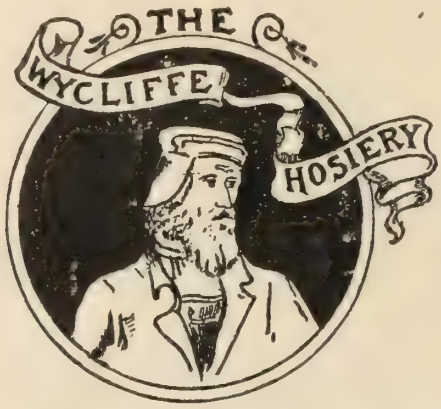
Wants

for the month of March.

PROMPT filling of orders OUR MOTTO for this month.

WYCLIFFE

Cashmere Hosiery



Pure Wool Unshrinkable Underwear

We are sole representatives in Canada for the celebrated **"Wycliffe"** Hosiery and Pure Wool Unshrinkable Underwear.

MANUFACTURED BY

GREENWOOD & MOULDS, LEICESTER, ENGLAND.

Also at 59 GRESHAM ST., LONDON.

A complete range of their samples are now in the hands of our travellers. We would respectfully ask Canadian merchants, when in England, to call on Messrs. Greenwood & Moulds and inspect their goods.

PRIME & RANKIN, 22 Front St. West, TORONTO.

Coronation—June 1902

"UNIO"

Range of **Souvenir Picture Handkerchiefs, FLAGS and Decorations**

Largest Variety ! Best Designs ! ! Cheapest ! ! ! AGAIN LEADS THE MARKET.





No. 100—24-in., "THE IMPERIAL."
Also other lines.

Various Designs
from 7½d. upwards.

Flags, Various Pictures and General Range.

Samples and Illustrated Lists now issued all over Canada. See you get our goods. All bear our Trade Mark ticket.

ASK YOUR WHOLESALE HOUSE FOR THEM.

Brown, Graham & Co.

37 GLASSFORD STREET,

Also LONDON and MANCHESTER. —— Glasgow

R. FLAWS & SON, Canadian Agents, TORONTO

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES
in all classes of
HOSIERY and SHIRTS

London, England

WE beg to announce that Messrs. Cuffe, Pooler & Douglas, of Toronto, are showing ranges of our samples in the following lines :

"Silean" and "Llama" Hose and Half-Hose,
" " " Shirts and Pants,
" " " Vests and Combinations,
Sweaters, Cardigans, Knicker Hose, Jerseys,
White and Colored Shirts and Tennis Shirts,
Collars in all the latest shapes.

Everyone interested in these goods should see these samples before placing their orders.

KINDLY NOTE ADDRESS:

CUFFE, POOLER & DOUGLAS

1 WEST WELLINGTON ST. (CORNER YONGE) TORONTO

"THE DISTINGUÉ"



WATERPROOF

IN USE ALL OVER THE WORLD

DRY GOODS REVIEW

The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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NEW YORK - - - - - - Room 442, New York Life Building.

Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.
Published the first of each month.

Cable Address: "Adscript," London; "Adscript," Canada.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, MARCH, 1902.

WHEN WRITING ADVERTISERS PLEASE MENTION THAT YOU SAW THEIR ADVERTISEMENT IN THIS PAPER

CLEAN BILLS IN FUTURE.

OUR references to dirty bills in the last issue of THE DRY GOODS REVIEW were duly brought to the notice of the Dominion Government, and in the House of Commons on February 20 Mr. Fielding, the Minister of Finance, announced that in deference to public opinion a supply of clean fresh notes will be issued.

We congratulate the Minister upon his response to reasonable criticism, and cannot believe that the money spent in providing the new notes will be grudged by the public, especially the mercantile community, in view of the benefit to be derived from the outlay.

Now, as to the chartered banks, we admit that during the past year their bills have been cleaner than they were when THE DRY GOODS REVIEW began the agitation five years ago. Still, there is something to be desired. The banks should issue new and handsome notes continually. The Bank of England destroys every note as soon as it comes back again. If a note has only been out a day it is destroyed promptly and a clean one replaces it. Why cannot this policy, or one nearly approaching it, be followed in Canada?

Some people have said that clean notes are more easily counterfeited than soiled ones. A soiled note is token of its acceptance by many (dirty) hands. The Bank of England does not regard this objection as valid. Our Canadian bank notes are far less easily imitated by forgers than the plain black and white engraved notes of the Bank of England. Our notes are well protected in this way by a vigilant detective system maintained by the Dominion Government.

Our banks prize the right to issue bills, since it is a source of considerable profit to them, as well as a convenience to the business community. We do not wish to see it taken away or curtailed. But as Canada becomes better known abroad our money tokens should be worthy of the country. Visitors from abroad are sure to notice such things.

COST OF STORE ADVERTISING.

A VALUED subscriber of THE REVIEW in Sackville, New Brunswick, writes:

"If you have recently published an article treating of the relative cost of doing business in the different items of expense, please state when, as we have your paper for the past few years on file. * * * We always read your paper with interest, and trust you can make some helpful suggestions on the above subject."

There is no doubt that one of the questions retailers have often to ask themselves is what proportion of their yearly expenditure should be devoted to advertising. The locality and surrounding conditions have, of course, all to do with answering the question. Mr. J. J. Hannan, St. James street, Montreal, who is one of the brightest advertisers in the men's furnishing business, considers that for his business 5 per cent. is only a fair proportion. Being in the heart of the retail business section of the city, he can, of course, derive better results from his advertising than if he were not so favorably situated, and an expenditure of even twice this would doubtless result in a proportionately-increased business.

On the other hand, dealers in smaller cities, even though their advertising costs them less, cannot afford to spend as much in proportion, as there is a closer limit to the business to be done, and no matter how much they may advertise they cannot get beyond this. About 7½ per cent., or even less, while being nothing extraordinary for the big retailer in Montreal or Toronto, would be as high as some other dealers in smaller places could judiciously go.

On this subject, Mr. J. A. Stewart, of Exeter, writes THE REVIEW:

"What proportion of a merchant's yearly expenditure should be devoted to advertising? This we consider a very hard question to answer, as there are so many things to be taken into consideration. As for ourselves, we set apart no particular sum for this special purpose. We simply advertise the year around. We are firm believers in good, judicious advertising, and the cost is not very high in a town like Exeter. We have two papers here. We take a column in each paper, for which we pay $50 each. Then we add to

this by using locals, which cost us 5c. a line. We never allow the same advertisement to appear twice. You know, Mr. Editor, there is an awful lot to be said in favor of advertising, and we think THE REVIEW is doing a good work by devoting so much space to this department."

The other day, a correspondent of The Dry Goods Economist asked what the percentage of cost of various items in a departmental dry goods store should be, and received the following answer: "The following is a fair ratio of expenses to the amount of business done: Advertising, 2½ per cent.; store rent, 2½ per cent.; salary, 5 per cent.; delivery, 1 per cent.; interest, insurance and taxes, 1½ per cent.; to this should be added for light, heat and materials — such as wrapping paper, twine, sales books, etc.—fixtures and repairs and alterations of same, 2½ per cent."

We should like to hear from our readers on the subject.

APPEALS FOR CHARITY.

SINCE our remarks in the last issue on the habit into which some have fallen of asking wholesale and retail houses for contributions, we notice that the same complaints are being made in New York.

It appears that New York houses have been pestered by retailers in all parts of the United States with requests to help them in connection with some charitable or other move. Now, of course, this is all wrong. It reflects no credit on the purchasers in any town who ask their retail firms to do the work they should do themselves, and it is equally objectionable when retail firms pass on the requests to their wholesale friends. The entire practice is objectionable, unbusinesslike and ought to be stopped.

We have not heard of any case in Canada quite so bad as one reported from the United States, in which a retail house in Minnesota wrote asking their wholesalers to buy tickets for their Spring Opening. The idea of having tickets for an opening at $2.50 each is new to us, while the superb impertinence of asking outside firms to buy these tickets is also to us an entirely fresh form of cheek.

The moral of the whole matter is that this system of soliciting aid for charity or religion by appeals to business houses ought to be put down. The retailer should put it down in his own town by giving his friends to understand that any subscriptions he can afford to make are from himself individually, and not from his firm. The wholesale houses are also entitled to take the same ground with respect to appeals from their retail friends. The system starts with enterprising individuals, clergymen, philanthropists, etc., who have a talent for roping in others to give money while they hustle around to collect it.

We have not one word to say against charity or religion. It is the methods adopted to help them that we condemn. These methods are not proper. If not stopped now it is impossible to know where they will end. We trust the trade all round will do their duty and be perfectly firm while perfectly respectful in their decision.

LATE DELIVERIES OF SHIRT WAISTS.

THERE has been some complaint on the part of buyers of ladies' shirt waists that the goods are not being delivered promptly enough this season, and most manufacturers are in receipt of many letters urging them to hurry with the shipments.

A little reflection will convince merchants that it would be impossible to deliver the goods as early this year as formerly, and, furthermore, that the delay is by no means to the disadvantage of the retail portion of the trade.

It will be remembered that in the Fall of 1900 manufacturers placed before the trade their samples of ladies' waists, as early as ever, in the month of September. Merchants all over the country ordered heavily on these waists, which had the once popular starched cuffs; and then in November of the same year New York manufacturers brought out a new waist with a narrow soft band cuff, which was to be the only correct style for the year 1901. Canadian manufacturers had to jump into the middle of manufacturing again, and these new waists had to be purchased by every dealer who wanted to hold his trade, with the result that much money was lost on the old styles, for retailers had hardly begun to sell them before they became obsolete.

It was to prevent the recurrence of this state of affairs that many manufacturers resolved to wait until November, when the styles would be definitely decided upon, before commencing to make up their lines. They could then only get to work in December, and as it requires a certain amount of time to turn out the work, it means that deliveries this year will be in March or April instead of January or February as previously.

Merchants, knowing this, should not press the manufacturers for their goods until sufficient time has been allowed for their manufacture. The waists will not be absolutely needed before they are in the hands of the retailers this season; and, when they do arrive, merchants can have the satisfaction of knowing that they will be the proper styles for the year, and that no new fashions will come in to displace them, giving a feeling of security, which, under the former order of things, was not experienced. It has not been definitely settled that the present dates of manufacturing and delivering will be adhered to in future years, but the impression is that if they were observed it would be for the best interests of all branches of the trade.

A GOOD APPOINTMENT.

Some Government appointments are indifferent and some are bad. Some are good. One of the latter sort was made last month when the Canadian Government selected for a prominent post in the Labor Department at Ottawa Mr. R. H. Coats, of the Toronto Globe. Mr. Coats is well informed on the industrial questions which will fall within the scope of his new work, received an excellent education at Toronto University and is exactly fitted for the position. He is a son of Mr. Robert Coats, the well-known dry goods merchant of Clinton, Ont., and THE REVIEW congratulates the latter upon possessing so talented and successful a son.

SIR W. LAURIER'S COURSE.

LORD MASHAM, the great English silk manufacturer, who at 87 years of age is as keen mentally as he was when he made Lister silks world-known, has been writing to the English papers on the trade question. He points out, as he has often done, that England might put duties on imported goods without necessarily raising prices at home.

It all depends, of course, how you frame a tariff. For importing and exporting purposes it is easier not to have a tariff at all. But as long as the countries you do business with maintain high tariffs it is clearly your interest to persuade, convince, or force them to give you reciprocity of treatment. It is not for us in Canada to say what the commercial policy of Englishmen shall be, but we are at liberty to point out to them that some of the theories they have cherished for many years are not in accordance with business experience.

One of the most fallacious of these theories is that the consumer always pays the duty. There are frequently conditions under which he doesn't pay a penny of it, otherwise high tariffs would be a source of enjoyment rather than injury to exporting British manufacturers. Another unsound theory is that a duty always raises prices at home. This, too, does not always hold good. In fact, under modern conditions, it is impossible to lay down any rule and stick to it for fifty years as being the best and the only rule. Men change. Conditions change. Business changes.

If the chief countries of the world went in for free trade it would be a great commercial convenience. But they won't, and we must therefore construct our policy bearing that fact in mind. The wisest policy for Great Britain is preferential trading with her colonies. It might involve some present sacrifices. But its future fruits would more than compensate for them, and we hope when the Premier of Canada joins the Imperial Council in London next June he will be an advocate of a preferential agreement all round between Britain and her various colonies.

THE WOOLLEN INTERESTS.

No definite information is obtainable at this date (March 5) as to possible increase in the woollen duties by the Canadian Government this session. The Finance Minister in such cases guards his secrets well. Until the announcement is actually made in the House of Commons no definite knowledge can be possessed by anyone. The outcome of the reasonable representations of the woollen interests is being anxiously awaited, and if a measure of justice is accorded them THE REVIEW will be the first to give credit to the Ministers for according it.

ENCOURAGING FREE INSPECTION.

One of the reasons why the large stores are patronized so much, says a trade exchange, is, that one has perfect liberty of ingress and egress. You can go in and go all over the place, looking for what you want, and no one will tag you or burden you with attention. It is their perfect independence that brings their trade. In many places one cannot leave without buying, as from the moment you enter the door until you leave you are persecuted with politeness or engulfed with sweetness. People learn to shun a store where they feel that they cannot leave without buying. There is a happy medium between over-attention and indifference or impertinence. Have your store as free as the outside air to customers. Let them go in and out at pleasure, but be sure they have attention when they want it.

COTTON PRICES AND COTTON PROFITS.

That there has been no fancy profit on cotton goods for the Canadian mills the past year seems pretty clear. The Merchants' Cotton Company, which is a good safe concern, is an instance of this. It has been paying 8 per cent., but the last half-yearly dividend was not declared. The reason came out at the annual meeting in Montreal the other day, when it was announced that, owing to the high prices paid for raw cotton, the old profits on the manufactured lines could not be made owing to current prices. Although the company bought their raw material at what looked to be favorable figures—considerably lower than the previous year—the expected profit on the goods could not be realized. The cotton mills, apparently, have to buy a stock of raw material a year ahead and are, therefore, more or less at the mercy of the ensuing trend of the market. In many quarters an upward tendency in prices is looked for during 1902 which, if realized, will make the cotton manufacturers happy.

GREY FOR MEN'S WEAR.

Predictions that grey will continue the favorite shade for men's wear for next Autumn may cause surprise in some quarters. Grey has been in for some time. It is essentially a quiet shade. It might be expected to give way to other and more striking shades.

Some light is thrown on this prediction by advices from London. The Coronation next June is likely to be a factor in future changes of fashion, as even New York authorities admit. It is early yet for any definite opinion respecting the style of certain articles of dress for gentlemen. But it is well known that the King's preference is for grey. His favorite frock coat is of grey twill or worsted.

His Majesty usually wears a frock suit of a dull-finished grey cloth, the coat faced with ribbed silk. The vest is of the same material, single breasted, and a white cravat is worn. The trousers are of medium measurement, cut almost straight from the knee down and carefully pressed so as to have creases back and front.

It looks, therefore, as if the man who wears grey this coming season will be dressed "according to the King's taste."

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The Montreal Waterproof Clothing Co.

1873 Notre Dame St., MONTREAL.



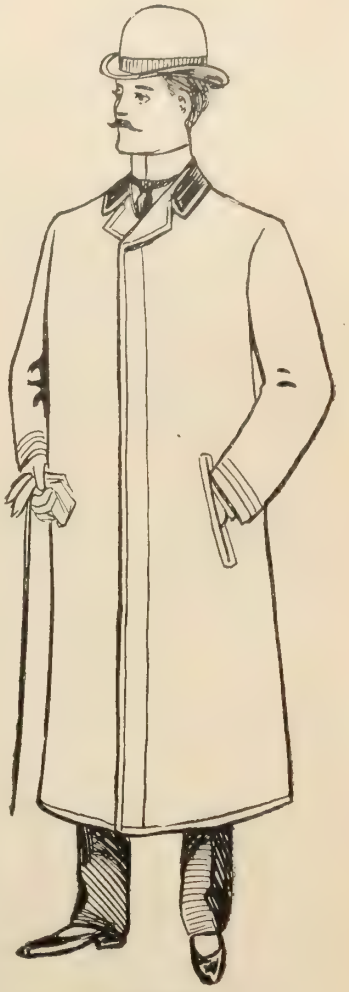
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Also made in S.B.



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The latest style in London, Eng.



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Write us for a copy of our new Spring Catalogue, now ready. It will show you all the latest styles as worn in Canada and the United States, London and Paris. It is the "Buyer's Guide" for Waterproof and Rainproof Coats.

Dear Sir:

We are very busy with orders for immediate delivery, but if you have not yet placed your order for PRINT AND MUSLIN HOUSEGOWNS with us, do so without further delay, and we will not disappoint you.

Thanking you in anticipation,

We remain,

Yours, very truly,

THE MARITIME WRAPPER CO., Limited

Woodstock, N.B.

The Galt Knitting Co.

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PATTERN HATS

FRENCH, ENGLISH, AMERICAN

READY-TO-WEAR AND

READY-TO-TRIM HATS

OF THE EXCLUSIVE STYLES

SURE TO BRING PROFIT

Our large and magnificently assorted stock is now complete.
Letter Orders will have careful attention.
Our Openings are, in future, every day.

AN IMPORTING FIRM'S ADVICES.

THE travellers of Messrs. Kyle, Cheesbrough & Co. are now out with a small range of novelties in Spring blouses, including the newest embroidered tucked effects and buttoned-back styles. In this connection, buyers' attention should be drawn to the fact that all their blouses delivered at this time that were ordered in advance contain the newest sleeves, collars, etc., as produced in New York. Thus they give the latest styles, though orders were placed on old models. Their trade in blouses this year has been a record breaker, and it is certain that their new range will meet with sustained approval. The demand for collars, etc., this Spring has really been more than they have been able to supply, but large shipments of these lines are being received, and all orders are promptly filled. Cotton goods have been quite a feature of their Spring business. As a specialty of novelties in imported European and American novelties in this line is made, the range contains many new ideas, not to be found elsewhere. They have found a big demand for silkolines, fancy mercerized foulards, silk and cotton grenadines, fancy black grenadine muslins and plain whites, in various weaves. In dress goods, they are more than pleased with the season's business. The values in these have been commented on in many quarters and the department sales have largely increased in all lines from plain unions at 11c. per yard to silk eoliennes (French goods), at $1.25 per yard. As to novelties in belts the demand is for the new button studded effect on undressed kid in greys and browns, and also the lace effect in combinations of calf and patent leathers. Their range of belts contains newest American and European novelties in this line. Velvet ribbons are still very strong, as they are also in New York and Europe from latest advices.

PARASOLS AND UMBRELLAS.

The Irving Umbrella Co., Limited, 20 Front street west, Toronto, advise us that they are making a special display of fancy parasols for the millinery opening. While their representative may have already called on you this season, they have prepared some exclusive novelties which do not admit of being shown in their regular range on the road, and which are worthy of consideration. They report greatly increased sales of fancies, caused, no doubt, by the excellence of their range, and the quantities of muslins being worn—a costume of which is not complete without a dainty parasol.

FIRST CORNER IN WOOL MARKET.

A good story is told of the origin of the Bartolini Palace, one of the most famous in Florence. It was built in 1520, with money obtained by the owner in a celebrated speculation. In those days Florence was the great wool market, but, according to the rules of the guild, which were similar to those of the stock exchanges nowadays, no man was allowed to sell or buy before a certain hour upon a certain day appointed by the officials of the guild and properly announced. Hence, it was customary for farmers to send their wool to Florence and offer it for sale when the bell rang on the morning of the date appointed, and buyers came from all parts of Italy to make purchases.

Mr. Bartolini, who was a man of prominence in the wool trade, gave a dinner the night before the market opened, in 1520, and invited all the merchants who had come to Florence to buy wool to attend the feast. Some of them were mean enough to say that the wine was drugged, but they all drank a good deal of it and the festivities were kept up until daybreak, when most of the merchants were under the table. The host drank nothing, and consequently, when the bell sounded the hour when trading might begin, he was the only purchaser on hand. He bought all the wool that was offered for sale, and when his rivals recovered from the debauch into which he had seduced them they were compelled to pay his price or go without.

I believe, writes William E. Curtis, this was the first time the wool market was ever cornered, and with the profits Bartolini built the palace, which is now occupied as the Hotel du Nord. Over the door is the coat-of-arms he adopted, and a motto which he selected for himself: "Per non dormire" (because I did not sleep).—Ex.

A NEW LINE OF COTTON GOODS.

D. Morrice, Sons & Co., agents for The Canadian Colored Cotton Mills Co., Limited, have recently placed on the market a very beautiful line of goods that they call "Blouse Cloths." These are all made up in stripes with heavy cords, and the range consists of 13 patterns in the latest shades of blue, purple, green, maroon, pink and heliotrope. These stripes will doubtless prove very popular for the purpose for which they are intended, as the orders already received from the wholesale trade have exceeded the anticipations of the makers. Merchants should not forget to ask the representatives of the wholesale houses to show them samples of these cloths.

Ernest Reichenback, of St. Gall and Saxony, manufacturer of embroideries, has lately been in Canada. He predicts a big season in these goods, the biggest in a long time. His Canadian agency is in the hands of H. L. Smyth & Co.

W. H. Willis, of James Hearth & Co., Leicester, cashmere hosiery manufacturers, whose Canadian representatives are H. L. Smyth & Co., has been visiting Canada for the first time in 11 years, to look into the conditions of trade. Only high-class full-fashioned English hosiery can go into the United States now owing to the high tariff which prevails there.

A representative of the Beaver Rubber Clothing Company is now in England procuring the latest styles of cloths for the coming Fall season. The samples of cloths for their well-known coat, "Dandy," are sent to any dealer writing for them, and it will be to the interest of every merchant to have a look at them. The coat is made single-breasted, with velvet collar and cuffs.

Mrs. G. Frankfurter and Mr. Alfred Frankfurter, of Winnipeg, called at the office of THE DRY GOODS REVIEW during the millinery openings. They are making a business trip and combining pleasure with it. They stopped off at Chicago, Detroit, Toledo and Bay City on the way, and after leaving Toronto spent a week or so in Montreal. It is 28 years since Mrs. Frankfurter has been in Ontario and Quebec, and she is favorably impressed with the growth and improvements she has noticed.

Fill Your Shelves by using good, bright, attractive printing. We do that kind and do it cheap.



1,000 White Business Envelopes, any printing, $1.00.
500 Envelopes, 500 Noteheads, and 500 Statements for $2.50. SNAPS IN STATIONERY—A special lot of Notepaper, regular 60c. ream, for 40c. ream.

WEESE & CO., Jobbers, 54 Yonge St., TORONTO.

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

Consisting of 126 Steamers Aggregating 450,000 Tons.

BEAVER LINE

Winter Sailings between St. John, N.B., and Liverpool direct.

From Liverpool.	STEAMERS.	From St. John, N.B
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" Mar. 11	LAKE ONTARIO	" " 28
" " 25	*LAKE SUPERIOR	" Apr. 1
" Apr. 8	GARTH CASTLE	" " 25

*Carries Second Cabin and Steerage passengers only.
First steamer sailing from MONTREAL, LAKE CHAMPLAIN, May 3rd, followed weekly by LAKE MANITOBA, LAKE ONTARIO, LAKE SIMCOE and LAKE MEGANTIC.

WINTER RATES.

FIRST CABIN—Single, $42.50 and upwards. Round Trip, $80.00 and upwards.
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.

CLOAKMEN!

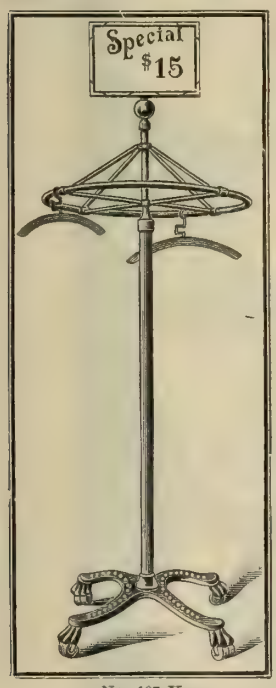
Here's the newest in Cloak Racks. It revolves freely and is substantially made—made in the Palmenberg way.

You'll appreciate the feature of greatest novelty about it—the card holder.

Now you'll have no trouble in placing your signs and price tickets in conspicuous places.

Depend on Palmenberg for advance ideas in fixtures—always.

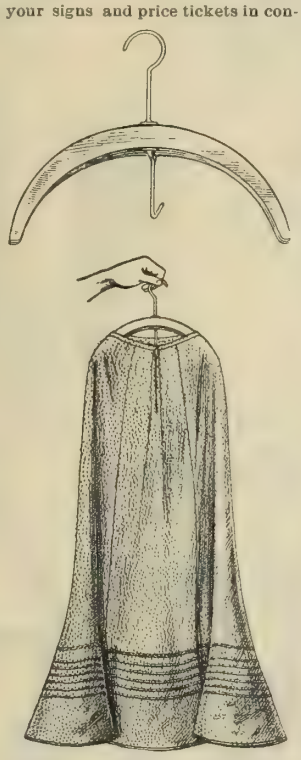
Card holder is neat, sightly and can be removed in a "jiffy" when not desired.



No. 107 X.

Revolving Cloak Rack.

Made of metal. Pedestal of cast metal in new and attractive design. Standard is of 2-inch steel-lined tubing. The Machine-worked bearings give perfect action. Nickel-Plated, Copper, Oxidized or Gun-Metal finish.



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The "Empire" Skirt Hanger

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These are two certainties when you buy wrapping papers—brown or manillas—of these mills.

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TORONTO and MONTREAL.

How to Write Signs, Show Cards and Price Tickets.

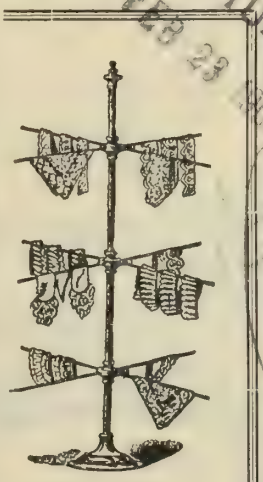


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BALL CASH CARRIERS,
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in all sizes from 1½ inch to 10 inch diameter.

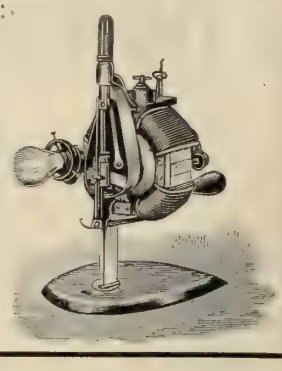
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THE TRADE M&M MARK LIGHT



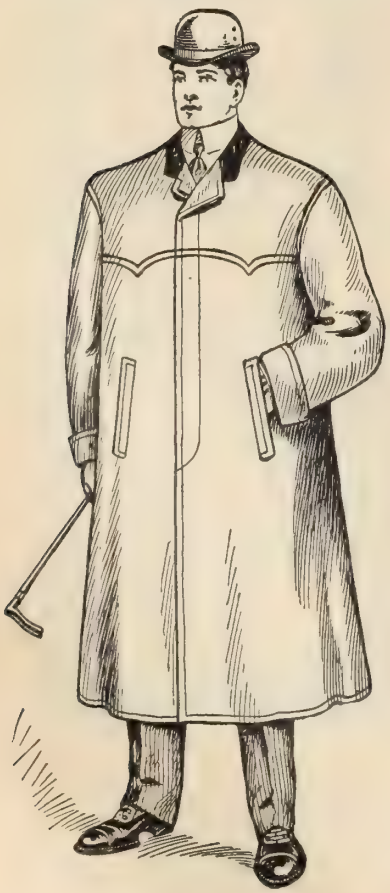
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They are Best Liked
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Over 80,000 "M & M." Lamps in daily use in the United States and Canada, and our largest orders come from localities where they are best known. The most efficient, most practical, most economical store-lighting proposition on the market, a claim which is amply proven by the enthusiastic testimonials constantly received from users and our agents. Send for circulars. AGENTS WANTED. Address: ACORN BRASS WORKS,
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The National Anthem is known in every City, Town and Village in Canada.

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FOR MEN, WOMEN AND CHILDREN

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WRITE US FOR SAMPLES and PRICES.

PEWNY'S KID GLOVES

ARE SOLD BY ALL THE LEADING STORES THROUGHOUT CANADA.

What has made them so popular with the trade?

The **FIT** and **QUALITY,** backed up by the maker's guarantee with every pair.

WE HAVE NOW IN STOCK a large assortment for

SPRING 1902

and can fill all orders for the latest Styles and Colors promptly.

Handle this line during the year and your Glove Department will show handsome profits.

S. GREENSHIELDS, SON & CO.

Sole Selling Agents for Canada. **MONTREAL.**

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What about Your Fancy Parasols

for the coming season? We will make a special display during Millinery week of all styles in Ladies' and Children's goods at all prices.

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The "DORCAS" Thimble



Made in three parts
The inner & outer STERLING SILVER
And the intermediate STEEL
HORNER'S PATENT
THE MOST POPULAR THIMBLE OF THE DAY
May be had from

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DO YOU STOCK THEM?

M. Saxe & Sons

MONTREAL'S

Leading Clothing Manufacturers

Mr. Merchant,

We have ready for Spring Delivery over

75 Patterns of our $3.50, $4 and $4.50 Men's Tweed Suits.

Don't miss writing for sample garments of our great range of $5, $6 and $7 Men's Suits.

Special 18-oz. line all-wool blue or black Serge Suits, $5.

Extra Special Line—

Men's all-wool Worsted Suits, latest patterns, at $8.

SAMPLE GARMENTS SENT EXPRESS PREPAID.

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18 St. Helen St., MONTREAL



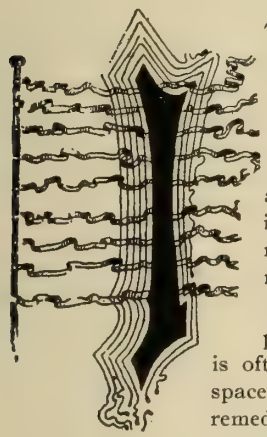
THE MEN'S FURNISHER

Devoted to the Canadian Dealer in Men's Goods

CLOTHING | NECKWEAR | UNDERWEAR | HOSIERY | SHIRTS & COLLARS | GLOVES



Order vs. Disorder.



IT IS rather curious that some men's furnishers, whose window displays and the outside appearance of whose stores are all that could be desired, should neglect the appearance of the store interior to such an extent that a customer on entering is only conscious of a confused mass of ties, collars, shirts, belts and numerous other articles.

But it is a fact that many stores present just such an appearance. It is often the result of having too little space to show the goods, in which case a remedy, outside of moving into larger quarters, is pretty hard to find; for dealers will insist upon showing as great a variety of the different lines as possible, in which they are doubtless right.

But such a mixture of things is quite as often due to carelessness or to an over anxiety to show everything in the store, no matter whether several similar lines take up a lot of room, where one would be sufficient for advertising purposes.

I have met only one dealer who purposely has his goods thus arranged—or rather, disarranged, and he defends the system on grounds of his own. "Now, look here," he will say, "If all these goods were carefully placed in departments or sections in the store, there would be some of them, those in the less conspicuous places, that wouldn't be seen by the customers at all, except those who came in intentionally to buy such goods. If a man came in to buy some collars, he'd go to the collar counter, pick out what he wanted and go out without buying anything else, even if there was something he needed. If my ties were over in the corner, and he needed a tie, they wouldn't be here to remind him. Of course the salesman should always suggest it to him, but the sight of the ties is what he needs to make him buy."

"Now, if my man comes in for a pair of suspenders he has collars, shirts, handkerchiefs and anything else he might want right under his nose. He can't help seeing them, and it is much easier for the salesman to pick up any article near at hand and hold the customer while he explains its merits than to walk to another part of the shop for it. Ten chances to one, while he's going after it the customer will say 'No, I don't think I want one to-day,' and goes out before the clerk can show him anything. So, you see, although this arrangement of the goods doesn't strike one as particularly artistic, it is I think the best way to make the goods advertise themselves."

This man does a big business, and he made it himself, so I suppose he knows what he's talking about. But, while he does a big business, there are some other haberdashers with different views on the subject who do a high-class business, which perhaps does not include the same volume of goods, but which brings in more profit; and money, I take it, is what a fair majority of men's furnishers are after. There are a few, perhaps, who are in it for their health. No high-class trade was ever built up by having a slovenly store. Things must be neat and trim on the outside to induce the paying customer to come in, and to bring him back again, they must be equally neat and trim inside.

Those stores which have secured this trade are models of neatness. The goods are arranged in sections, and none of them are hid in obscure corners, either. Great care is taken in the arrangement of the centre table, if there is one in the store, and the goods placed on it are not piled up, so as to give a crowded appearance.

These centre tables should be as narrow as possible, it being better to have fewer goods shown on them than to cause any inconvenience in passing down the aisles. There is a wide difference in the choice of goods dealers show in making displays on their centre tables. The store that has the popular trade generally shows collars, ties and other much-called-for staples of the men's furnishing trade. It seems natural that the goods in the largest demand should be given the front place in the store. The high-class dealer, though, says not. These tables he uses to display any novelties he may have, or goods that are not often asked for, but of which he happens to have some particularly enticing samples. If he has something pretty nice in dressing gowns, canes, sporting goods—and why is it that all men's furnishers do not take up this trade?—or in smoking jackets, jewelry or any other line that is novel or of extra fine workmanship, the centre

table is used for it. Collars, ties and shirts, he says, can take care of themselves. If they are displayed, it makes but little difference where in the store, as long as the novelties which customers do not know about or don't think of, are placed in prominent positions.

When I asked another dealer, whose store is admirably arranged, whether he found that any of his goods were being continually overlooked by customers he gave me a very decided negative.

"I don't give them a chance to be overlooked," he said. "They are changed in their places every week. Sometimes you will find underwear and hosiery at the back of the store and sometimes right by the door. I think I have a method which forces customers to see all of the store.

"Look in the windows there. You see one window is made up altogether of evening dress requisites, collars, ties shirts, silk hats and everything else in that connection. The other window displays nothing but ties, of all kinds. Now you notice all these things that are advertised in the windows are right at the back of the store. That's the way we always do it. Customers come in to buy and they have to pass everything else to get to the particular counter they are looking for. We keep the displays of the other goods up to the mark, and it is natural for customers to take in everything as they pass the counters. It makes work moving things around like that, but I am quite well enough satisfied with the results to keep it up."

"Some dealers will say that they like their regular customers to get to know the store, and where everything is, so that they can go right to it when they come in."

"Oh, there's nothing in that. It's right to try and make your regular customers, or for that matter, all customers, feel at home; but it seems to me the best way to please them is to keep the store looking fresh and new every time they come in, and moving the goods about has that effect. You can almost change the whole appearance of a store by a rearrangement of goods and stands."

This was another dealer who made his own business, and made a good one, so he, likewise, knows whereof he speaks. I would be inclined to take his view of the matter, for he has built up a trade with the best class of buyers that pass.

* * *

The Man of Fashion.

A Member of the Smart Set on Evening Clothes and Their Accessories.

ONE'S attention is naturally turned to evening wear at the present season. For several years fashion has required the trousers worn with the long-tailed coat to show braid on the outer seams, from the band at the waist to the bottom of the leg. The rule is, however, not optional merely; it is as mandatory, so far as smart dress is concerned, as that boots should be buttoned or waistcoats cut to have a broad U-shaped opening.

THE USE OF BRAID.

As has been said, the matter of braid on the coat may be left to individual taste, there being plenty of good examples both pro and con; but that there must be braid on the trousers, illogical as it may seem, is accepted by all good tailors and all well-dressed men. The only question which still remains open is that which relates to the breadth and variety of the braid used. There are many different kinds to be seen in an evening s walk about the city, or, more easily, on an up-to-date tailor's sample card, but few have the distinction of being in smart use. The angular and serpentine varieties, though sometimes put on expensively made clothes, have never been the best style, and are at the present time even less good than in past years. A double row of extremely narrow braiding has been more or less popular, and there are a few fancy braids permissible; but best of all is the perfectly plain stripe of black soutache, about a quarter of an inch in breadth. The trousers themselves, cut perfectly straight in the leg, are of medium width, though they are, of course, narrower at the bottom than above.

WELL-CUT TROUSERS.

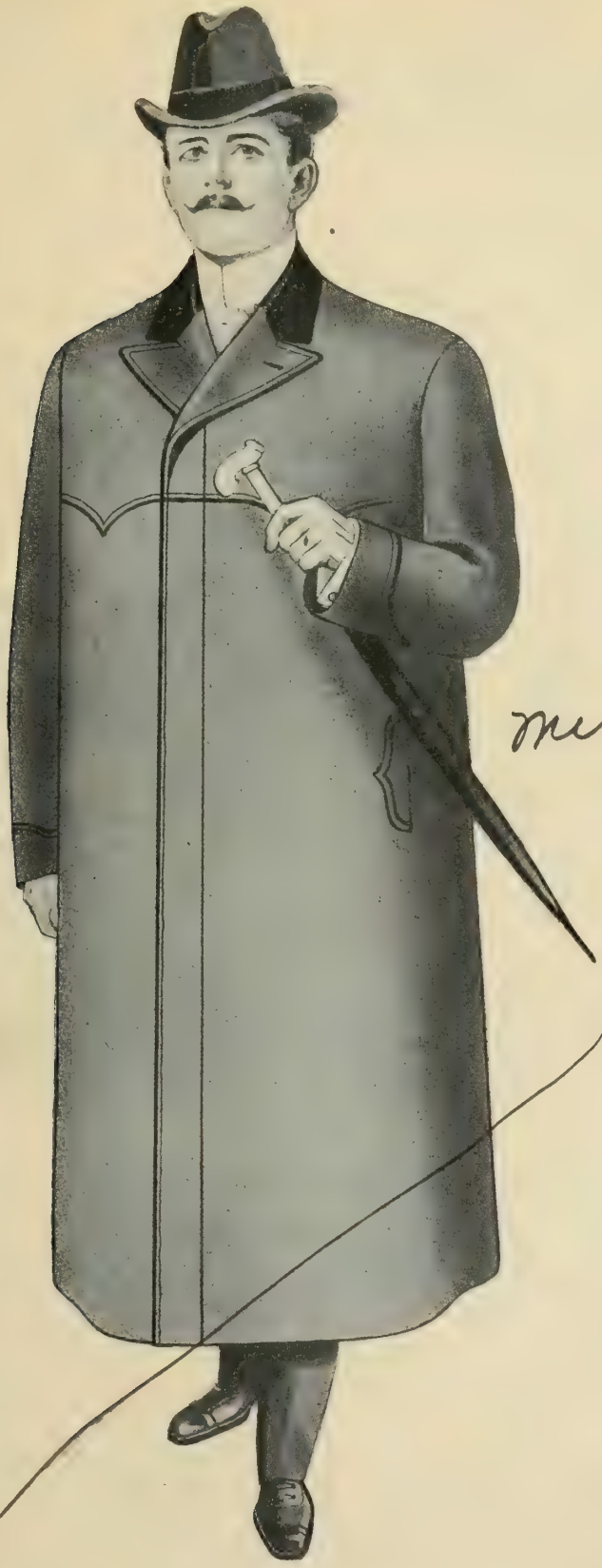
A really well-cut pair of trousers is one of the most difficult of all things to obtain away from the smart tailor, or at least the tailor whose experience has not been guided by the patronage of men who know what is right and insist upon having it. The fault lies chiefly in the woeful incorrectness of the fashion plates and patterns used, which, in spite of any amount of explanation and direction to the contrary, the average cutter will persist in following faithfully and to the letter. These badly-made patterns almost invariably have distinctly curved lines, cut to follow or conform to the shape of the leg, not to mention a curved cut at the bottom and a waistband altogether too high. It is somewhat difficult to describe understandingly such faults of cut, and to point out clearly how and wherein they are wrong, but for the benefit of readers who must, to some extent at least, depend upon the inexperienced tailor, I shall attempt to give a slight idea, if nothing more, of what is right. The band of the trousers should set directly over the hip bones, which is the real waistline and not, when the garment fits properly in other places, an inch or two, or perhaps three, above it. On a man of good build, and the average man has plenty good enough, no suspenders should be required, but in order to do without them, the band of the trousers must be set in the right place and must be made to fit snugly, either from correct measurement or at least by virtue of the buckle at the back. Many trousers are made without this buckle, and in Summer when waistcoats are little worn with lounging clothes, and the jacket is likely to be removed, it is well not to have it, but on Winter suits or on the trousers of evening clothes it makes no difference in looks and may add somewhat to comfort. The band should by all means be made to fasten in front with buttons instead of by the metal clasp so frequently used.

A STRAIGHT LINE CUT.

Fashion of the moment requires a good deal of fullness of material over the hips and upper thighs, though somewhat less for evening and afternoon trousers, by which are meant those worn with the evening suit and the frock or black morning coat than for sack or lounging clothes, and now comes the principal point of cut to be remembered and insisted upon—the lines from top to bottom should be absolutely straight without the slightest cut in at the back of the knees and out over the calf or the slightest spring at the bottoms. By comparing a pair of trousers properly made with one cut to have this curve in line, when both have been folded and laid side by side, the difference will be plain, much plainer indeed that it can be described in words. Of course there must be a gradual narrowing of the leg from top to bottom, but the lines should be without spring or curve. Across the bottoms the same holds true, that is to say, the back should be longer than the front, but the line from back to front should be straight, not curved. There should be a turn-up of about an inch and a half and in the finish of this, too, it is easy to distinguish the good from the mediocre tailor's work. Pockets are always set vertically at the sides, and usually there is at least one back pocket, though it is of comparatively little use and may well be dispensed with. There are no indications of any change in the cut of trousers, as above described, from the coming Spring, but for Spring and Summer wear the bands should have belt loops and, as has been said, the buckle at the back is better left off.

A LITTLE DEPARTURE FROM THE PLAIN SHIRT.

To return to strict evening dress, from which this dissertation on the subject of trousers in general has led me, the attempts so frequently made to get away from the simplicity



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20 CENTURY BRAND REG'D

20 CENTURY BRAND REG'D

SHOWER-PROOF OVERCOATS.

Send for Sample Coats or Sample Cuttings.

STYLES:
Yoke or Oversack.

PRICE:
To Retail from $12.00 to $18.00.

The Lowndes Company, Limited

Office:
61 BAY STREET

Toronto, Canada.

Factory and Showroom:
36 FRONT STREET WEST.

of plain white linen, seem to have been slightly more successful this season than usual. Not that linen must not be as white as ever it was, but that there has been a tendency towards less plainness. Some of the smart shirts seen have a stripe in the bosom of white on white, an effect produced purely by weave, and some of the waistcoats have more or less notable markings, such as small dots, lines and ribs.

WAISTCOATS.

The waistcoat materials are fine white duck, linen, plain or figured marseilles and narrow ribbed pique. In spite of this tendency toward other than absolute plainness, however, nothing in the least striking is permissible; perfectly plain shirts are still by far the most usual among the majority of well-dressed men, and styles have changed but little. There are rumors of a single buttonhole for stud in the front of the evening shirt, and of waistcoat without buttons in front, but they are, as yet, however smart, nothing more than individual touches which have made no impression on general fashion.

EVENING TIES.

The evening tie may be of plain white lawn, fine linen or marseilles, and if of the two latter materials, may have a fine line, rib or basket weave. In London, I believe, the perfectly straight cut, to be tied with little, if any, creasing, is the shape most in vogue, and in this country there is no doubt that the bat wing, and other small-knot, broad-end styles, have gone out of fashion, as has also the pointed end bow.

FASHION IN BOOTS.

Boots have somewhat more sharply-rounded toes than was the shape of last year, or, indeed, of several years past; but, although the tendency is in that direction, the pointed end has not yet reappeared as a smart model. For general evening wear buttoned patent leather with kid uppers is correct, but for dancing, pumps are in every way the most smart. They have very thin soles, low heels, and over the instep flat, rectangular bows of black silk about one inch and a half in breadth.

WAISTCOATS.

The white waistcoat has entirely taken the place of black, so much so that except for the dinner coat suit, it is scarcely necessary to have a black waistcoat at all. Both the single and double-breasted cuts are worn, the former being, perhaps, a little the most fashionable. Here, again, there is a good deal of difference in detail noticeable, and it would be futile to attempt to make fine distinction as to propriety or fashion. Nearly all are made, and correctly so, with collars, and all have the broad, U-shaped opening, but there are some with rounded and some with pointed bottoms, some with buttons sharply converging at the bottom, some with three and some with four buttons. Buttons of pearl, of gilt, with jewels, or covered with the waistcoat material. There are materials of plain white, or with minute self-marking, and in a variety of different weaves. Each may be said to be correct in its way, and one may be prettier than another, but it is hard to say which is the smartest in style, or most in use among well-dressed men.

* * *

Current Trade.

THE busy men in the men's furnishing business this month are the wholesalers. What with delivering goods, orders for which have been unusually large this year, and attending to the many small orders which are coming in, they have their hands full.

The retail trade is waiting for Spring, content with the Winter's trade and full of expectations of a very large Spring and Summer business. There is a moderate trade being done now, but the heavy demand for Winter goods is over, and that for Spring has not commenced, so the business is on all staple lines,

Hosiery.

DELIVERIES for Spring of men's fancy half-hose are now in full swing, and the variety of designs and colors was never exceeded, if, indeed, it was ever equalled. Among the newest lines are white lisle half-hose, which are pronounced to be the correct style for Summer. They are of American origin, and will doubtless be sellers in the United States, but here they would be counted rather too loud. Most of them have patterns in faint stripes, either vertical or horizontal. In some lines the toes, heels and tops are black, the rest white.

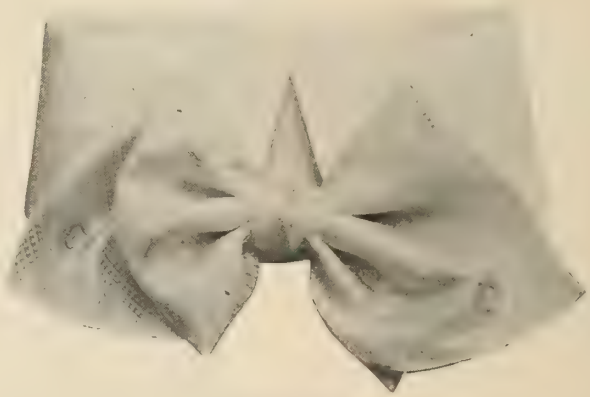
Dark effects, however, prevail, and will likely do so throughout the season. It is almost impossible to go wrong in buying fancy hosiery. As long as they are loud enough they will sell to the popular trade. The better class trade continues to take the quiet effects, with black grounds and unobstrusive patterns in blue, yellow, dark red and other shades.

The retail trade at present is doing a big business in cashmeres of all weights. There is a considerable quantity of fancy hosiery selling in the heavier goods.

* * *

Neckwear.

MANUFACTURERS of neckwear report a very brisk demand just now, the number of repeat orders for goods for present wear being sufficient to keep them pretty busy. Almost every variety of tie is selling; there seems to be no particularly prominent pattern or color.



Coronation Bow.

It is apparent that there is to be much more light-colored silk used this coming Summer than for several seasons. White grounds with patterns in faint shades have not been in vogue for a long time now, and should they be placed before the public there is little doubt but that the demand would be a large one. The accompanying cut shows a bow that will shortly be placed before the trade. It is the Coronation bow. The pattern is a very beautiful one, as well as appropriate. The ground is white, with here and there crowns in self-colors, and in either orange, purple, light blue or black, are smaller crowns. When made up into a tie they are novel and very handsome. This bow has also been made in dark-colored silks and in a smaller size.

The selling tie of the season is the straight reversible narrow derby. This is produced in red, grey and blue effects principally and has sold to the trade in immense quantities.

A new flowing-end has been brought out, which will doubtless sell. It hardly should be called a flowing-end, however, the ends are much narrower than the old style, and there is little or nothing of the "flowing" about it.

The King Edward bow will be seen no more, but to take its place the combination bow and derby, bow and flowing-end and bow and Ascot have been brought out, and will sel

CLOTHING



Our representatives leave for British Columbia, N.W.T., Manitoba, and the Maritime Provinces this month with our range of Fall samples.

We are showing a very complete line of the latest New York styles in Overcoats, also a most original line of Boys' and Children's Clothing, containing novelties which will bring trade.

W. E. Chalcraft & Co.

Makers of Fine Clothing
Wholesale

71 and 73 York Street, TORONTO.

to the popular trade fully as well if not better than the King Edward bow. Of the three the bow and derby is likely to be much the best seller. It is already being worn by a certain class of people, and dealers who do any kind of a popular trade are pushing it forward for present wear along with the best.

There are many designs and colors shown in this tie. It would be impossible to say of any one, "This will sell best," or "That is the leading tie." They are all in demand. A good many bias stripes are seen, as well as horizontal stripes. There are no vertical stripes, however. Checks and Scotch plaids are also prominent. This tie is made either with the steel shield, the ordinary cardboard shield or with a band around the neck. The last is not selling as well as the shield ties.



Combination Bow and Derby.

Puffs, which, in the early part of the Winter, were in such good demand have dropped off very greatly. There is little more than the usual small demand for them now, and it is not expected that there will be any better business later on.

Stocks will likely be in even better demand during the coming Summer than they were last season. One of the latest novelties in this line is the hunting scarf. The neck is white and the ends colored, and it goes around the neck twice. But all sorts of stocks will sell.

There are a great many patterns in grey ties selling, from the lightest to the darkest effects. Stripes predominate, and are made up both bias and vertical. A good deal of dark green with figured pattern is being shown, but although green is now one of the leading shades in the New York trade, it has not been selling rapidly here.

* * *

Gloves.

THE Spring business in gloves has opened up quite satisfactorily, and it is a pleasure to record that retailers are placing orders for the finest lines. There is a demand in small lots for the heavy Winter gloves, but most of the gloves moving out are light, suitable for late Spring. Tans and greys are in about equal demand.

* * *

Underwear.

BUSINESS in Summer underwear is very active just now from a wholesale point of view. The bulk of the orders were placed some time ago, but there are a good many still coming in which creates a steady movement. The late buyers have, perhaps, a little the best of it, as all manufacturers and wholesalers have their lines complete now, and the choice is a very large one. Lisles, meshes and balbriggans are in very large assortment, and the lightest weights to be had are taken.

There is very little new in designs. Stripes are practically the same, and there are no new shades in plain colors worth mentioning. Here and there a figured design may be seen, but the demand, as yet, is a small one.

* * *

Collars and Shirts.

THE immense popularity which negligee shirts and shirt waists are sure to receive during the coming Summer will doubtless stimulate the demand for the high turn-down collar, which seems to be the only shape that people will wear with such garments. It will likely be again a leading collar for Summer. There have been very few changes in the cut of this collar for some time now, and except that a lower collar will be worn, there is likely to be nothing shown, different to the present styles.

Wing collars are having a good demand. The small wings seem to have outdistanced the collars with the large wings. Both square and rounded points are worn, the preference being perhaps for the former.

To judge by the number of new things in each, manufacturers are apparently convinced that the negligee shirt should be given a great deal of attention, more than the stiff bosom shirts. There are a few novelties in the latter, but in negligees the number of new designs is great.

In both stiff front and negligee shirts, pleated bosoms are a prominent style. These are shown in most cases in solid colors, blue or red usually. White pleated shirts are also going very well, but there are a few odd shades shown to the trade which are not likely to take well.

In designs there is little that is radically different from previous patterns, but there are a great many new effects in stripes. A common pattern has a wide stripe in dark blue, red, or light blue, down the centre of which are small white figures. Between the wide stripes are narrow ones, sometimes a group of very thin lines. There are a great many variations of this pattern and they are all selling well.

Grey is seen now and then, and it will sell as usual. Combination red and blue patterns, in which both colors are prominent, can be sold to the cheapest trade, but such designs are a little too loud for a good trade.

Figures are again in demand. These are mostly small outline figures, in black, blue or red on white ground, and they make a neat shirt. Besides the figures, there are spots and broken designs. In some of the figured designs, stripes are included, usually narrow ones, and separating the figures at intervals of about 1½ inches.

Into some of the negligee shirts tan has been introduced with good effect, and this color is selling fairly well. Considering that it is rather an uncommon color in shirts, and that anything approaching to brown is not looked upon as a rule very favorably, the demand for these tan effects has been a little surprising. They are at any rate striking, and better than that, taking.

The shirt waist is gaining in favor. Orders have been very heavy throughout Canada, and though the more conservative men will wear it only with a coat, or, at least, will not go coatless about the city, it is the general impression that a good number of the younger men will adopt it for ordinary street wear.

Shirt waists show much the same designs as negligees. Blue will likely be even more prominent in shirt waists than

MAR 26 1902

Made from Pure Nova Scotia Wool—"Stanfield's.



Stanfield's Unshrinkable Underwear is sold on the strongest guarantee possible : "Money back if they shrink in the wash." As the Pants or Drawers receive more wear than the Shirts Stanfield's are made of heavier material—the result is a warmer and far more durable garment. Nova Scotia wool is celebrated for its great wearing qualities, its elasticity and softness. Stanfield's is the only Underwear made in the world from pure Nova Scotia combed wool. Do not listen to the Siren song of the imitator who has something to resemble Stanfield's outwardly but lacks all the high qualities which have made Stanfield's so famous. Remember, imitation is the most sincere flattery. See our samples for Fall 1902 and

HOLD FAST TO STANFIELD'S.

Truro Knitting Mills Co., Limited, Truro, N.S.

NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO	MANITOBA	BRITISH COLUMBIA
H. L. Flemming	Arthur C. Ford	Geo. White	W. P. King, Jr.	C. O. Douglas	H. G. Pooler

in other shirts, and the less white shown in the design, the better.

There are several devices in the shirt waist for hiding the suspenders, all of them more or less meritorious. The difference is so insignificant, usually, that it is not worth taking into account.

The coat-shirt is still being pushed in the United States, with success in some localities. Here, however, it does not appear, nor is it likely to do so.

There is scarcely a doubt but that the designs in men's shirts for Spring and Summer wear will be very popular in the quieter effects. This is good news, after the startling stripes that have been worn and are still selling from retail stores. The patterns now being taken are mostly of the figured stripe variety, which make a neat, quiet shirt, and one that the very best dressers will take Stripes and figures are also good, the figures being of the very smallest size. Black and white and blue and white are the leaders.

The demand for pleated shirts is also a large and growing one. They are shown in both white and colors, but the former are likely to be the best sellers. White pleated shirts, in fact, will be the best article in the shirt line that a retailer who has a good class of trade can handle. They will sell to the dressy man—the man who wouldn't wear any other kind of soft shirt. As a rule these shirts are expensive, and the man who wears a $2 or $2.50 shirt will find himself perfectly suited for a Summer garment. They look well with their mother-of-pearl buttons. They are made in all materials, percales, Madras, cords, zephyrs, etc.

The extra demand for these white pleated shirts will not, however, materially effect the sales of colored shirts, for those who will wear the pleated garment have never taken up the colored varieties.

* * *

Men's Bath Costumes.

THERE are numerous fabrics of various shades and unlimited patterns for the bath wrap or gown, and the most fastidious, if he has no hobbies or ideas of his own, is perfectly safe in leaving the building of his bath wrap in the hands of most any good furnisher, writes J. Hartwell Staples, in The Gentlemen's Magazine.

Among the favored styles we find the soft, flakey, mercerized cheviots presented to the market by Virgoe, Middleton & Co., of London. These fabrics are consumed in long gowns, just escaping the floor, built so thoroughly roomy that hardly any fastenings are necessary, although, if desired, a frog or button and buttonhole may be used at the throat, or, if you please, a gold hook and eye or studded clasp. A cord of two-inch heavy braid encircles the waist and is tied loosely in a hard or bow knot.

Should you wish a more elaborate fastening, four frogs may be used down the front of the gown in shades to match the trimming or plain black, which is always in harmony and often very fetching in effect with all other colors.

I have seen on the garment of an extremist six large gold buttons used for fastenings, but to the average beau the buttons are not in keeping with the negligee effect sought in this garment and suggest an expense belonging more to the white silk formal dress waistcoat.

These mercerized cheviots are obtainable in an endless variety of shades, choice variations of blue, pink, red, lavender and yellow predominating, and this background is bewitchingly relieved by figures and figured stripes of brightsome hue and designs which suggest strongly the patterns of Dresden china.

One of the best patterns I have noticed has a bright blue background and at distances of perhaps four inches, a stripe one-half inch wide in deep red miniature roses. These stripes, of course, run up and down, and aside from adding vastly to the beauty of the garment give the "dumpy" figure a little artificial height. This pattern is most popular. A gown of this style should be lined with terry cloth of modest hue. If you have an antipathy for white, use a deep cream or light brown, and by all means without a figure.

A serviceable wrap for the bath in Summer, although it must be admitted one without any particular beauty, is built of terry cloth and fastened at the throat by a button and buttonhole, while a linen cord holds the gown in shape about the waist. This robe is unlined and claims for its strongest point the ability to absorb without injury any moisture left on the body upon leaving the bath on a warm day, when we do not wish to heat the blood by a vigorous rubbing.

Slippers of the same material care for the feet, but together with this particular style of wrap should not be used outside of the bath room.

The down and flannel garments are delightful lounging robes during the cold season. If your material is thick use no lining, but when thin a silk lining gives a holding realization of nicety. A fierce shade of red is most catchy when lined with white, tan or light green.

If you have a weakness for silk linings examine the fabrics tendered by Young & Rochester, of London. They will, I think, convince you of a shading most exquisite, and should you favor a little figure their patterns cannot fail to make you their victim.

Many beaux use the kimona exclusively for the bath. They are built on the regular kimona lines, always without a lining, and of the same fabric as the bath wrap. Owing to the fullness there is very little chance for decoration, and on the whole the garment cannot be considered as smart as the regular bath wrap.

Flannel slippers of various patterns and styles are used with the above garments, and should be of the same shade as the garment. The newest slipper for the bath is called the "Floradora"—a queer arrangement, much on the order of a Chinaman's boot, having a round strip for the heel, caught at each end to the sole, while the toe is made of a V-shaped strap, allowing the toes to poke through.

The new English brown crash towel is most agreeable for one who wishes a sturdy rubbing. The towel suggests a hard woven piece of burlap of the best grade. When first taking hold of the towel we are pricked to the quick with its wiresome nature, but after one is accustomed to its use it becomes a part of our needed bathroom furnishings.

It is not unusual to hear objections to the so-considered superfluous cloth of the lower portion of the bath wrap. Such men seeking comfort in very loose, light-weight flannel breeches and one of the endless creations of smoking jackets which are built year in and year out on very much the same lines.

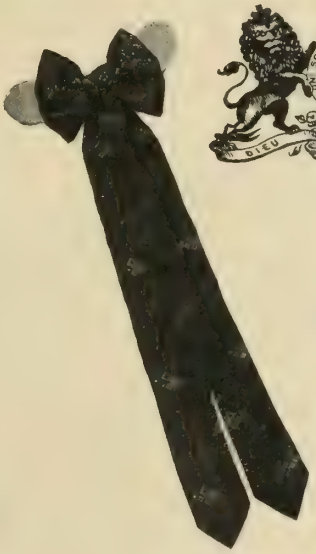
Two-toned flannels are favored for this garment, which is fastened by one or two frogs and has sleeves finished by cuffs of the same material as the trimming, which, together with the two, or, if you please, three pockets, are stitched with a variegated braid or cord. Many times the Scotch plaids are used and give a bright, cheerful effect.

A light brown covert cloth makes a serviceable and fetching jacket, being lined with a light-weight blue flannel, embroidered with white silk dots or large French knots, and inner sleeves of black satin. The cuffs and pocket trimmings are of the blue and red cord, while a frog of the same colors fastens the garment over the chest.

A grey flannel trimmed with turkey red is very pleasing, while a buff creation trimmed with brown and edged with black is the essence of modesty and very serviceable.

Should the flannels fail to please you, a rich production is gained by using silk vesting cloth of a dark shade in combina


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"CRESCENT" BRAND NECKWEAR

New Coronation Ties in all the Latest Designs and Silks.

Specially appropriate for Easter. All to retail at 50c. Dealers should not fail to have our goods represented in their stock. We have the most stylish and up-to-date line of Neckwear of the season. When ordering by letter please specify number. Mail orders receive prompt and careful attention. Our travellers are now on the road with full line of samples. Wait for them. It will pay you.


133 Shield
134 Band


131

The Gault Brothers Co.,

LIMITED


129


135 Shield
136 Band

WINNIPEG MONTREAL VANCOUVER

Sole Agents in Canada for Fownes' Gloves.

Cuts are sent to Montreal office May 27, 1902.

tion with a bright silk lining. The vesting cloth may have a delicately colored little figure, or may be embossed in figures of the same shade as the background. A black silk fabric with a snowflake pattern, in red, and lined with a light green, red or cream silk, gives evidence of nicety. These garments are patterned after the flannel jackets, and the silk fabrics surpass in ingenuity of weave, gracefulness of outline and dignity of proportions, all other materials used for like garments.

The richest and most original type for faddists who appreciate comfort is found in the "House Gown," where is given an opportunity to bring out innovations which are both imperative and conspicuous, yet fall within the limits of gentility. In one of these garments we find yards and yards of black velvet falling in graceful folds from the shoulders to the floor, faced and trimmed with red or white embroidered silk dots or the French knots and lined with a heavy black silk. Far and away the most costly negligee garment for man's wardrobe.

Should black velvet depress you, a luxurious gown is built of silk brocheau, embossed in very deep red, with sunken silver threads, and trimmed with red silk cord or braid, while the lining is a silk of reddish hue.

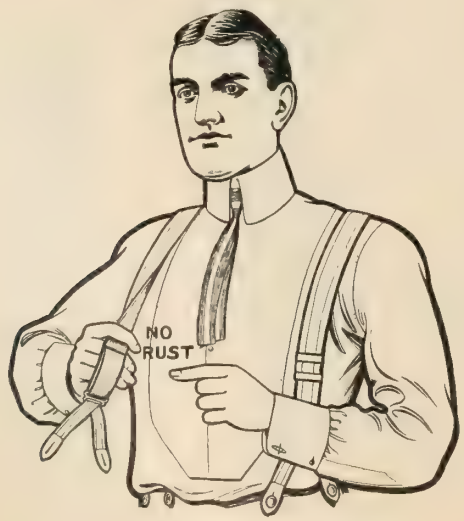
The ever-delightful Persian patterns in combinations of such as black, gold, green and yellow and lined with a silk whose shade shall not detract from the beauty of the floor, giving no evidence of a desire to fit the figure, save at the throat and shoulders, and should have two or three outside pockets. The folds are held together in front by two frogs and a heavy silk cord, which is always loosely tied, permitting it to sink into the folds of the garment.

A hood on this gown would evidence ignorance of the ethics of dress, and only a novice would consider wearing any other than patent leather slippers.

* * *

Trade Notes for Buyers.

THE NORUSTO buckle used on Trade D Mark suspenders is, without doubt, the most valuable invention ever patented for a suspender fixing. The Dominion Suspender Co. are the sole owners and controllers of the patent. The buckle in question is made from one piece of solid metal. It cannot break, does not touch or cannot rust the shirt. The Dominion



The Norusto Buckle.

Suspender Co. intend to advertise it largely in the daily papers to educate the wearers of suspenders that there is only one buckle for suspenders and that is the Norusto.

The travellers of the Gault Bros. Co soon to be on the road with the company's Fall range of men's furnishings, comprising all the makes in underwear, half-hose, etc. Buyers are invited to defer purchasing until these goods are inspected, as the assortment shows very careful selection and includes many beautiful and new designs. The agency for Canada has been secured by this company for the celebrated "King" collar buttons. A glance at the samples of these will make friends for them at once.

The Niagara Neckwear Co have had great success with their new cravat material "Wateau Dresdens." The cloth is strikingly original, bar effects of the most brilliant hues toned down by the Dresden effects. This cloth looks well formed into a 24-inch 1 10/16 reversable four-in-hand.

Caulfeild, Henderson & Burns report that they have had an extra demand for their belts which are coming principally in tan, olive, brown, and in black patent leather. A leading pattern they are showing has a leather facing which protects the garment from the rubbing of the ring and also adds much to the style and finish.

Stewart, Allan & Lemaistre are making up their "Salem" brand of men's shirts in a number of new and very high-class patterns. The effects are quiet on the whole, which is what seems to be desired by the best trade for Summer. Black and white designs are prominent, special attention having been given to these patterns by the firm. Light stripes and figures combined are in large variety. Pleated white and colored shirts are in large variety, and the excellent quality of the material and workmanship in them will appeal to the best buyers strongly.

"Coronation Plaids" are among the present selection of silks shown by the Niagara Neckwear Co. As usual this firm have them slightly ahead of time. They are beautiful colorings and designs.

A large shipment of their well-known raincoats in dark oxford and fawn shades has just been received by Caulfeild, Henderson & Burns from their English manufacturer. These coats can be had in all sizes and need no recommendation as they have already made a name for themselves to the trade which will not readily die out.

Among the large and extensive variety of neckwear being shown by the Gault Brothers Co., Limited, their silks, checked and striped effects, new silk in warp prints, frosted effects in spots and bars, new mat silk in large and small checks — the last-named pattern was designed and made exclusively for them—and rich corncob effects in new striped barathea weave, are worthy of special mention.

The W. R. Brock Company (Limited) Montreal, have a very complete range of men's and boys' balbriggan underwear and cotton half-hose. They have also received their lines of white and colored shirts, which are splendid value at the prices asked. A stock of ladies' and children's plain and ribbed cashmere hose is shown which is unequalled. Their representatives can show a few of their special lines, such as No. 709 to retailers at 40 cents, 725 P ribbed top and "Llama" to sell at 50 cents, also the Seller ribbed cashmere, with double knees, to retail at 25 cents, and these will be found unequalled for value in the market. Special attention is called to their chatelaine bags, both leather and beaded. Their representatives are on the road with a full range of men's shirts and drawers, top shirts, wool hosiery, etc., for Fall, 1902. Buying in large quantities they are showing better value than has ever been placed on the market before.

Caulfeild, Henderson & Burns are having a big run on a new shaped tie, the Rex, a combination of a bow and narrow derby, coming in silks in a large variety of patterns. The retail prices of this tie are 25 and 50c. They state that Nos. 110 and 115 worsted half-hose are selling readily. These are coming in plain black and dark navy and are to be had in plain black and 3 and 1 rib. This firm have secured from their English makers the sole agency for Canada for these lines of hose. Last Summer they sold a great number of shirt waists

CAULFEILD, HENDERSON & BURNS

17 and 19 FRONT STREET WEST

TORONTO.

C. H. & B. Underwear and Hosiery.

Our travellers are now on their respective trips with new samples of Imported and Canadian Underwear and Hosiery. We have tried if possible to put before the trade better value than ever, and consider every line a leader.

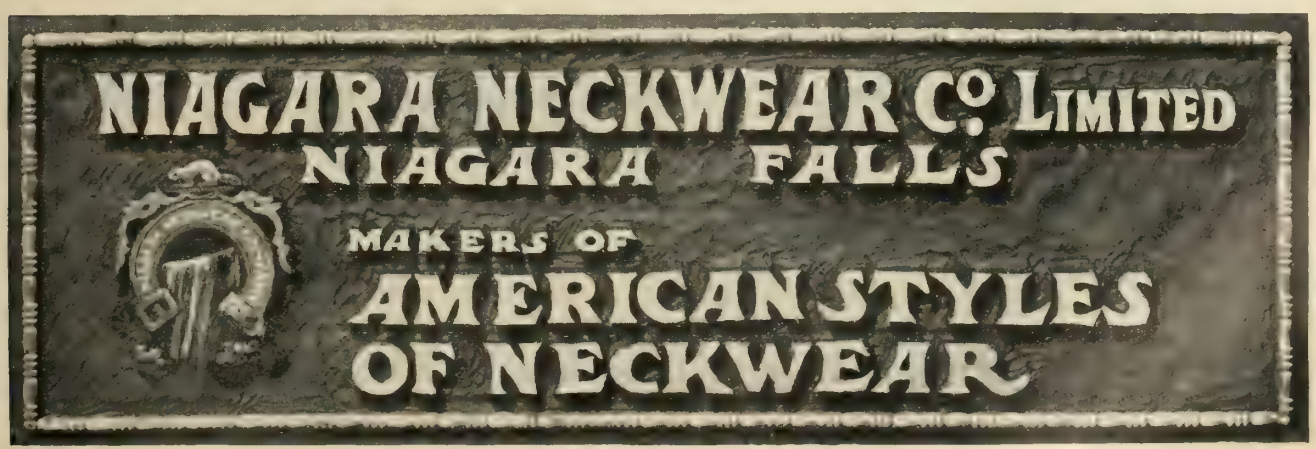
Our well-known lines of Imported Natural Wool Underwear, and Worsted Half-Hose with mendings attached, are all improved upon. All we ask is your careful inspection and comparison before placing orders.

Rainproof Coats—A fresh consignment of lines 120 and 125 just to hand.

Neckwear—The "Rex," a combination of bow and narrow derby, is the latest novelty, and has taken well. Can be made in a large variety of designs to retail at 25c. and 50c.

LETTER ORDERS *Carefully and Promptly Filled.*





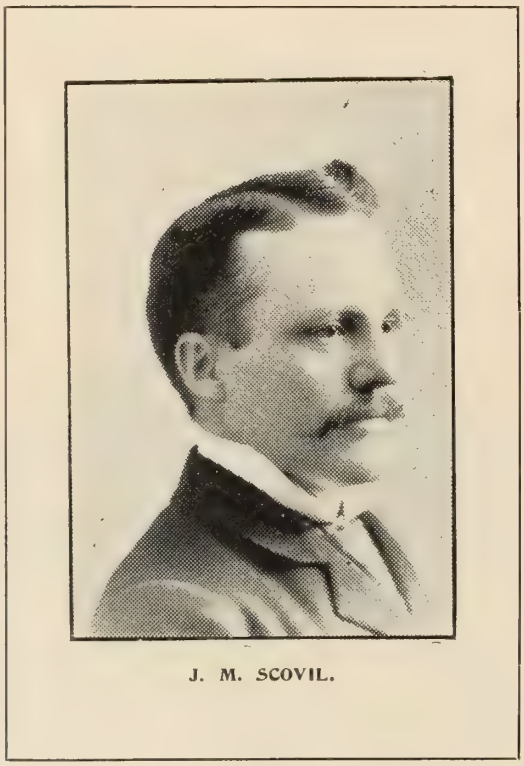
so they are again getting out numerous samples of this garment in Oxford and Ceylon cloth in stripes and checks. They are already receiving numerous inquiries for them and expect to do a large season's business. They report that their travellers have just gone out with full samples of Canadian and imported underwear, hosiery and gloves in a range more complete than ever. Some leading lines of low fleeced underwear are being shown that have never before been equalled. Their buyer, Mr. Norman, was over in England previous to the rise in the woollen market and has thus been able to secure good values for next Fall's trade.

* * *

Dealers and Their Stores.

SCOVIL BROS. & CO.

THE firm of Scovil Bros. & Co. is composed of the brothers J. M. and W. G. Scovil. "Oak Hall," the firm's establishment, is located at the corner of King and Germain streets, St. John, N.B., in a building of four storeys, comprising a total floor area of 17,000 square feet. On the ground floor is carried their stock of gentlemen's furnishings, and it is, without doubt, one of the premier ranges of the Dominion, when both extent and variety are considered.



J. M. SCOVIL.

The Messrs. Scovil Bros. are always on the lookout for the latest and most fashionable productions in gentlemen's furnishings and any article bought at their establishment can certainly be relied upon as being "correct" and in fashion.

In the rear of the furnishing department are located the business offices and also the custom tailoring department, where is carried a most complete and up-to-date stock of cloths to meet the demand of a very large and growing custom tailoring trade. This department faces on Germain street, with an entrance off the same.

The second floor is devoted to men's, youths' and children's clothing, retail. The third floor to wholesale clothing and haberdashery and the fourth floor to factory and workshop.

In fact, the firm of Scovil Bros. & Co. is devoted to the task of clothing the people and every consideration is given to the preferences of the purchasers; if a first-class ready-made article is required, of moderate cost, it is there. If a suit or overcoat of excellent material and perfect fit is desired there is the firm's stock of "semi-ready" clothing for which they are the St. John agents.

To that large section of the community whose means enable them to ignore expense in the matter of material and trimmings, in suitings and overcoatings, etc., this firm appeal with peculiar force. Their extensive connections with mills and manufacturers put in their way the finest cloths and trimmings to be had, at prices which defy competition, and they maintain a complete department for custom tailoring.

During the Summer season, when American tourists are in the Province, the Messrs. Scovil Bros. are kept more than busy making garments for these men, who freely acknowledge that the work done by this firm is equal to the best American, and prices greatly in favor of the former.



W. G. SCOVIL.

The Messrs. Scovil are both well-known men of business, whose reputation for correctness of comportment commercially is their best commendation in the world of trade.

HOW NOT TO TREAT EMPLOYES.

A good story was told me during the week of a somewhat eccentric head of a well-known export house, since deceased. It appears that this gentleman had in his service a man in whom he reposed the greatest confidence, and who had been the greater part of his life with the firm. One day (it was salary day) the employe was sent for, and thus interrogated by the head of the house "Well, Mr. ——, you have been a great many years in our service?" "Yes, sir, indeed I have," was the reply. "And you have always conducted yourself well?" "I have tried to do so," modestly responded the expectant one. "Well," continued his chief, "don't you think, sir, that it is time you were retiring to make room for a younger man? We shall not require you after next month." Exit trusted man, whose age exceeded forty years.—London Drapers' Record.

Warerooms and Factory:
41 Yonge St.
Toronto



Royal TRADE MARK

Manufacturing Company

Merchants! To satisfy your customers you must have the best the market affords.

The "Royal" White Shirt excells others in some very important points—full chested, long bodied, exact collar measurement, extended fronts. Hand-laundered cushion bands on all priced shirts. A sample order will prove quality.

The "Royal" Regatta Shirt features are its matched stripes. **It takes much time, but it makes a perfect shirt.** Others don't do it. Also its reversible cuffs, stripes vertical on one side, horizontal on the other, hand laundered, so that each stripe is exactly in place. **We feel confident that a sample order will please—proving a rapid seller as well as a custom-winning shirt.**

Our Overall Factory, although only in its infancy, is proving beyond doubt that **there is always room for something better.** We mention one line, the best one: **THE DOUBLE DURABLE OVERALL,** made in Heavy Denim, Drab, Blue, or Black. **Double Seated; Double Below Knee; Double Pocket Flaps; Double Stitched;** four pockets. They are made to wear. **A Sample Dozen will sell,** and mean repeats.

HAMILTON, BERKINSHAW & CO., 41 Yonge Street, TORONTO.
Letter Orders Carefully and Promptly Attended To.

LABELS

Any Shape
1 to 17 Colors
Every Process . . .

Costume Tickets. Stock Labels. Designs Submitted

LEVY & CO., Printers TORONTO
19 LEADER LANE.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims.

Tel. Main 1985.

The Dr. Deimel Underwear

is the HIGHEST CLASS and most successful UNDERWEAR SPECIALTY ever put on the market.

Our **SPRING** and **SUMMER LINES** are now ready and if orders are placed at once there will be no delay in filling them.

Because of our extensive advertising the merits of these goods are thoroughly well-known to your customers, and there exists in every community an increasing demand for them.

Write for SAMPLES and our TERMS.



This Label on the Genuine.

Sole Manufacturers,

The Deimel Linen-Mesh System Co.

2202 St. Catherine St.,

LONDON, E.C., ENGLAND, 10-12 Bread St.

MONTREAL, CANADA.

CARPETS, CURTAINS AND WALL PAPERS

SPRING TRADE.

IN WHOLESALE circles the carpet trade has begun to be very active. The big importers are receiving supplies of stuff and all Spring orders are being pushed forward for delivery. The stocks in the big warehouses are in fine condition, and travellers will soon be out with sorting ranges of goods for immediate delivery. The millinery openings brought many buyers into the large cities and some excellent orders were placed in this way. Buyers seem to be purchasing both earlier and more freely than usual this season. There is a strong tendency toward tapestry floor squares this Spring, and some firms are doing a much bigger business than usual in borders to go with Brussels carpets.

HOW TO MAKE WINDOW DISPLAY.

A good way to show the new lines in combination is to hang long strips of the carpets from the top of the window right down to the bottom, entirely lining the back and both sides. The window itself is then filled out with rugs folded in various forms or else thrown over large standards.

A surprising number of patterns of both carpets and rugs can be shown in this manner. In some cases a few entire rolls of carpet are put in, and these, like the rest, are hung from the back, but extend to the front of the windows, where a large roll of the carpet looms up. About two or three of these are sufficient for an ordinary sized window.—Dry Goods Economist.

SELL STAIR-PADS.

It is an actual fact that not more than 20 per cent. of modern housekeepers buy stair-pads to put under their carpets. Yet these articles not only unquestionably add years to the life of the carpet, but also greatly increase its appearance. The general custom of laying the carpet on the bare stairs, or simply over a wad of newspapers, is one which should be discouraged by the live dealer who is looking after his own as well as his customers' welfare.

In addition to the profits to be derived directly from the sale of the pads—and this can be made quite a factor in the business—the up-to-date merchant knows that to make his goods satisfactory to his customers is to hold his old patronage, and gain new friends constantly. A line of stair-pads requires little or no trouble, and the profits are good when the business is properly handled.

When not protected by a proper pad, the more or less sharp and rough edge of the steps is bound to wear through, as well as the middle of the carpet, where the tread naturally comes. Then, it isn't the fault of the laying that is blamed, in most cases, but the quality of the carpet and the merchant who sold it who really had nothing to do with the trouble. Stair-pads will prove a profitable side-line to any merchant who realizes the importance of pleasing his trade; and there are mighty few who don't these days. The dealer who tries to give his customers the best he can for their money and to make his goods wear best is apt to find his cash balance on the right side of the ledger at all times.

Stair-pads are as essential to the furnishing of stairways as are carpets themselves, and yet this very necessary feature is often neglected by the unthinking carpet dealer. Poor pads, filled with rough knotted jute or unclean cotton in many instances, are really little better than no pads at all, inasmuch as the carpet wears unevenly and therefore cannot give satisfaction.—American Carpet and Upholstery Journal.

WESTERN TASTE IN CURTAINS.

The lines of curtains now on exhibition in Chicago indicate the varieties that are pretty certain to be popular. Of course, there is always a steady and large demand for Nottingham, Irish point and Brussels effects, and nothing is likely to interfere with the success of these staples. Plain white has the run, but Irish points with colored applications are in active demand. Some doubts were expressed as to the continued partiality for Arabian curtains, but the result does not indicate any decline of these goods in favor. The light Arab shade sells best. For Spring the imitations are in the largest request, as real Arabians are rather too expensive for the masses.—American Carpet and Upholstery Journal.

A NEW SWEEPER HANDLE.

The resources of the National Sweeper Company of Marion, Ind., of new features for their line of National "Roller Bearing" Sweepers seem to be unlimited, and the best part of it is, they are features of actual value and extreme simplicity of construction. Although this company have made a number of innovations in the manufacture of carpet sweepers, they have not introduced a single improvement that contains any complicated or delicate parts to wear out or get out of order, which appeals very forcibly to the dealers, as it is a well-known fact that users of carpet sweepers, as a rule, have a very limited knowledge of the mechanical construction of a carpet sweeper. In the accompanying cut we show an illustration of this company's improvement in sweeper handles. This is a ferrule made of heavy gauge steel, of the proper size to fit on the sweeper handle, for which it is a perfect protection against worn out or broken threads. This steel ferrule is glued and riveted to the handle and there is no possible chance for it to get loose. Furthermore it makes a more perfect fit for the sweeper bail, and by its use the handle can be screwed into the bail very tightly and is not liable to become loose in the sweeper, which has been a great annoyance to the users of carpet sweepers for a number of years. The National Sweeper Company are to be complimented on this new device, which is a decided improvement over anything else of the kind ever adopted. Quality and simplicity of construction are one of the first rudiments of a successful article and these are to be found in every improvement made by this company up to the present time. This steel threaded ferrule will be furnished on the better grades of sweepers from this on. It is only one of a number of new devices offered by this company on National



New Steel Ferrule for Carpet Sweeper Handles.

Toronto, Feb. 21st, 1902

To the Trade:

We desire to announce that, though the disastrous fire which visited our factories on the night of the 20th inst. has caused us considerable damage and loss, we wish the Trade to know that we are **still doing business** *without interruption.*

Fortunately, our large warehouse, containing a very heavy stock of goods made up and ready to meet Spring demands, was saved, so that we are yet able to fill all orders. New plant and machinery are already ordered, and rebuilding will commence at once.

In the meantime, arrangements have been completed which will enable us to **execute all orders as usual.**

We wish to thank our customers for many past favors and bespeak a continuance of your confidence.

MENZIE Mfg. Co.

Limited.

Office and Salesroom
80 Bay St.

CARPETS AND CURTAINS—Continued.

"Roller Bearing" Carpet Sweepers for the season of 1902, and which their Canadian agents, the P. R. Cumming Manufacturing Company, Toronto, will show to any inquiring dealer.

COLOR SCHEMES IN RUGS.

The color scheme of a room must originate from some one thing. Either the carpet, the woodwork or the wall usually suggests the other color effects, and it is often, if not usually, the custom to use the carpet as the leading factor in determining the color arrangement.

The thought was suggested by a recent visit to a bachelor's apartments in this city that the value of the antique Oriental rag in determining the color scheme is not as well appreciated as it might be.

In the case in question the rooms were done in Louis XIV. tapestry, old brocades and damasks, the whole effect being in harmony with an antique Bokhara on the floor.

This rug was well faded, the reds beautifully softened by age, and the whole conception of the room was based on this dignified, time softened rug.

The effect was excellent. The same tones were found in the tapestries and brocades that served to break up the severity of the walls, and were echoed in the couch coverings, cushions and even in the dull rose hue of a colored glass shade.

The range of possible suggestions to be drawn from an old rug is illimitable. There is a story of Liberty, the London merchant, that tells of his pulling to pieces an old cashmere shawl, each faded thread serving as the basis for a color arrangement for the Liberty silks. This story may or may not be true, but it serves its purpose as an illustration of what we mean.—N.Y. Upholstery Dealer and Decorative Furnisher.

AN EXTENDING TRADE.

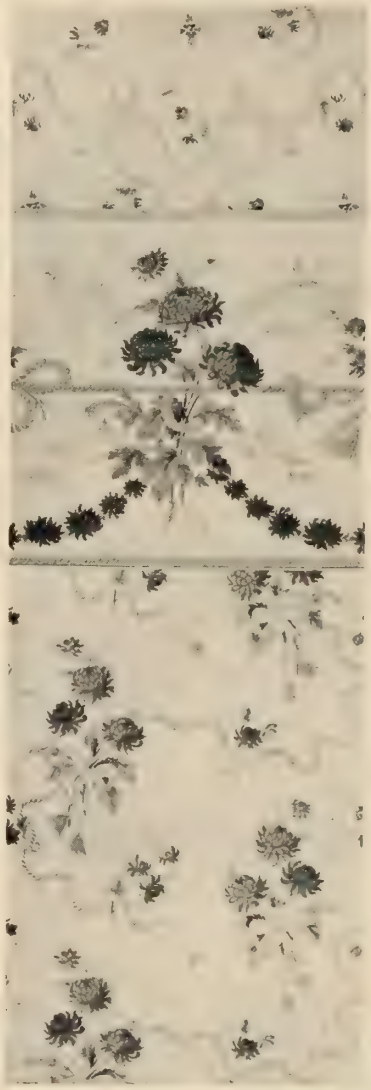
Retail dealers in many quarters report favorably to THE DRY GOODS REVIEW of their carpet departments, while those stores whose business is exclusively in house furnishings have, during the past two years, done a fine business. An instance of this occurred recently. Starting in a small way in carpets, rugs, etc., H. B. Dawson & Co., of Port Arthur, found that this branch of their business has entirely outgrown the dimensions of their Cumberland street store. To keep pace with the growth of the business they have been compelled to seek some method of adequately handling it, and therefore leased the store at the corner of Arthur and Cumberland streets, formerly occupied by N. W. Harrington & Co. The new store was opened lately and has been visited by a large number of customers since. The display of carpets, art squares, rugs, etc., is one of the most notable ever shown in the town, and it is Mr. Dawson's ambition to make it the most complete exclusive carpet and curtain house between Winnipeg and the eastern cities.

IMPORTANT TRADE CHANGE.

THE REVIEW is advised by the Canada Fibre Company, Limited, of Montreal, that hereafter their business will be operated by the Alaska Feather and Down Company, Limited.

The Canada Fibre Company began manufacturing bed quilts twenty years ago with a paid up capital of $25,000. Their career has been an honorable one and they have always done a large volume of business with the wholesale trade. They have been affiliated with the largest quilt makers in the world—Messrs. Palmer Bros. of New London—and have profited by access to their tremendous purchases and their up-to-date automatic machinery. This connection is undisturbed.

The Alaska Feather and Down Company, Limited, began business in Canada twelve years ago as a branch of a New York house, and manufactured only down quilts, cushions and pillows. They were incorporated in 1894 with a paid up



No. 1126.

The Watson, Foster Co., Limited.

A charming pattern, essentially new in character, one which will be appreciated by a class of people always impressed by new and artistic ideas.



No. 1139.

The Watson, Foster Co., Limited.

A semi-floral, framed in a most artistic scroll design, which, in varnish gilt, commands the attention of all lovers of effective decoration.

GEO. H. HEES, W. R. HEES, STEPHEN HAAS.

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

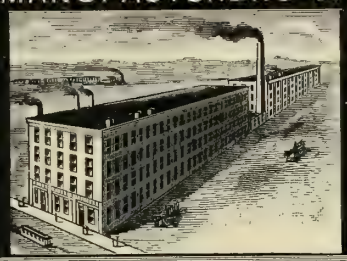
CANADA BEING A WOODED COUNTRY

WE HAVE SPECIAL OFFERINGS OF

WOOD CURTAIN POLES AND WOOD TRIMMINGS

Splendid Finish, Handsome Patterns and Low Prices.

TRY US





OPAQUE SHADE CLOTH.

CURTAINS, DRAPERIES, FURNITURE COVERINGS, UPHOLSTERY GOODS, LACE CURTAINS Etc,



OFFICE: 71 BAY ST

OFFICE TEL. 2056
FACTORY TEL. 4299
CABLE ADDRESS: "HEES" TORONTO.



OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

HEAD OFFICE: TORONTO, CANADA.

We manufacture everything in the line of

WINDOW SHADES

and sell them at a price that affords the retailer LARGE PROFITS.

ONE HUNDRED THOUSAND PAIRS OF

LACE CURTAINS

on hand to select from. Travellers are now on the road with Samples of all our goods.

N.B.—Our new Mercerized Curtains and Coverings are beautiful in design, and have the appearance of silk finished goods, and are sold cheaper than foreign make.

Nothing ever came from looms that is more popular than our new Derby Table Cover; all sizes, all the jobbers are selling it. Ask them to show it to you.

UPHOLSTERY GOODS.

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery Pins, Etc.

Our new Illustrated Catalogue just out. Send Post Card and get one by Mail.

N.B.—We have imported a large assortment of Silks for Wall Coverings. For fine work on drawing rooms, etc., Silk is taking the place of Wall Paper.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE

If you are doing business in the vicinity of Montreal, call at our warehouse, No. 20 St. Helen Street.

GEO. H. HEES, SON & CO., Head Office, TORONTO.

GOOD, STRONG ARGUMENTS

BACKED UP WITH THE GOODS.



"THAT'S IT"

National "Roller-Bearing" Carpet Sweepers

equipped with our DUST-PROOF "Roller Bearings" are fully 50% easier running than any other Sweeper manufactured. They are unequalled for quality, simplicity of construction and elegance of finish. Our new steel handle ferrule is an absolute protection against broken or worn out threads. **This is "straight from the shoulder," and we can deliver the goods.**

NATIONAL SWEEPER COMPANY

Canadian Sales Agents:
The P. R. Cumming Mfg. Co., Limited, Toronto, Canada.

Marion, Indiana

W. TAYLOR BAILEY



Upholstery Supplies, Drapery Fabrics and Brass Goods,

MANUFACTURER OF . . . . .

Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

The
WATSON FOSTER CO.
LIMITED
MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

WE ARE LESS AFRAID

OF YOUR BUYING TOO MUCH OF OTHER MAKERS' GOODS THAN OF YOUR HAVING TOO LITTLE OF OURS.

OUR STOCK IS COMPLETE, BUT REPEAT ORDERS ARE DAILY REDUCING IT. AND WE CANNOT REPRINT EVEN OUR MOST SUCCESSFUL NUMBERS.

IN VIEW OF THIS, IT IS NOT TOO EARLY TO ASK YOU TO FILL UP IN WHAT YOU KNOW WILL BE QUICK SELLERS.

LOOK THROUGH YOUR SAMPLE BOOKS AND ADVISE US THE RESULT.

NEW SAMPLES OF ANY-THING OR EVERYTHING IF REQUIRED.

MARCH '02

CARPETS AND CURTAINS—Continued.

capital of $20,000, in 1900 this was increased to $50,000, and has been again increased this year to $100,000. Their factory, which is owned by them, has been enlarged and prepared for the additional machinery of the Canada Fibre Co. This factory covers nearly two acres of ground, the manufacturing portion is divided into three fireproof sections, and the warehouse into three, and all are equipped with automatic fire sprinklers. The amalgamation of these two companies will very greatly reduce the cost of handling and producing bed quilts.

Mr. J. H. Parkhill, who has been the Ontario selling agent of the Alaska Feather and Down Co., is one of the new directors of the new company, and will take charge of the selling arrangements. Mr. J. H. Sherrard will continue to be the managing director of the company. Mr. Sherrard came to Canada to take charge of the business at its beginning, and he is justly proud of its steady growth. He is one of the many business men who believe in a great future for Canada, and he thinks that future to be so near that it is folly not to be ready to keep pace with the movement. We wish the company a continuance of their success.

TRADE NOTES.

S. Greenshields, Son & Co. state that their present business in the carpet department exceeds that of any other year at this season. The stock, needless to say, is most complete in both carpets and curtains. It includes some very special values in tapestries. They are going to show to the trade some extra good values in cretonnes and art muslins, the buyer for this department having just returned from European markets after making some special purchases in these lines.

Business in the carpet department of the Gault Bros. Co. is reported to be very brisk, and an unusual number of repeat orders are coming in for all their lines of the favorite tapestry and Brussels carpets. The range of hemp carpets is complete in every detail, stairs, piece goods and squares being in wide variety. An assortment of 16/4 floor oilcloths and linoleums, which has just been placed in stock, should be looked up by retailers. They are shown in all grades, and a card dropped to the house for samples will satisfy every dealer as to their value. A great range of carpet squares, comprising every useful size, is being offered. These include all varieties from printed hemp at 15c. per square yard to Axminsters at $3 per square yard.

The Wyld-Darling Co. have on hand their usual large and well-assorted stock of lace curtains for the Spring trade at prices ranging to retail from 25 cents upward. Special attention is called to C11 and C12 to retail at 50c., C1 at 75c, C2 and C3 at $1, and C4, C5, C6, and C7 at $1.25. C8 retails at $1.50. They have a beautiful assortment of renaissance lace effects for retailing at $28 upwards.

Brock's Montreal carpet department has cleared out a quantity of seconds in honey comb quilts which they are selling at 10 per cent. less than the regular prices.

John Macdonald & Co. report that their stock of 4-yard wide and 2-yard wide linoleums and oilcloths is specially heavy this year. So, too, with their range of tapestries and velvet carpets, and a special invitation is given to merchants who have not yet placed orders to write in for samples of these goods. This house is showing a drive in lace curtains for $1, retailing, and special value in 4-yard wide linoleum, to retail at 65c. square yard. Special value is also shown in a line of Brussels carpets to retail at $1. A line of 11.4 wide qualities to sell at 90c. is another snap, while of the same nature is a low line of 8.4 linoleums, and a heavy line in the same goods at a clearing price. Samples of all the above will be sent if applied for. Hemp carpets are being shown in various widths in stripes and printed goods. British velvet floor squares, in three different sizes, can be had at medium prices this season, and this also applies to a line of Axminster floor squares.

NEW FIRM FORMED.

The British Import Company, of Toronto, is a new firm which is beginning its career and has a special interest for the retail trade. The firm consists of Messrs. T. E. Cuffe, H. G. Pooler, C. O. Douglas, and W. H. Vaughan, formerly connected with the Consolidated Cloak Co. They are favorably known to the trade and will cover the same ground as in former seasons when connected with the other concern. They have been appointed agents in Canada for the following important manufacturers abroad: Chas. Bayer & Co., corsets, knitted goods and underwear; Hine Parker & Co., shirts, collars and cuffs; Brice, Palmer & Co., cloaks and suits and the "Eminent" rainproof; and F. I. Lyons & Co., London and Paris novelties in dress goods, silks and laces. Their warehouse is at 1 Wellington street west, and with so complete an assortment and with their personal knowledge of their customers' wants, they naturally expect to do a large business.

THE LATE MR. J. D. M'ARTHUR.

Mr. David J. McArthur, president of Colin McArthur & Co. Montreal, died at his residence in that city, 52 Park avenue, on Wednesday morning, February 26. He had been suffering for about a month from an attack of pneumonia, and it was this that caused his death.

Mr. McArthur was a comparatively young man, having been born in Glasgow, Scotland, in 1861. When still a young man he came to Canada with his father, the late Colin McArthur. He subsequently went into the business conducted by his father, and when the latter died, a few months ago, he became president of the company.

A widow and three young children survive him. The funeral, which took place on Friday, February 28, was very largely attended by the employes of the firm, as well as many of Mr. McArthur's friends, of whom he had made a great number in both his business and social relations.

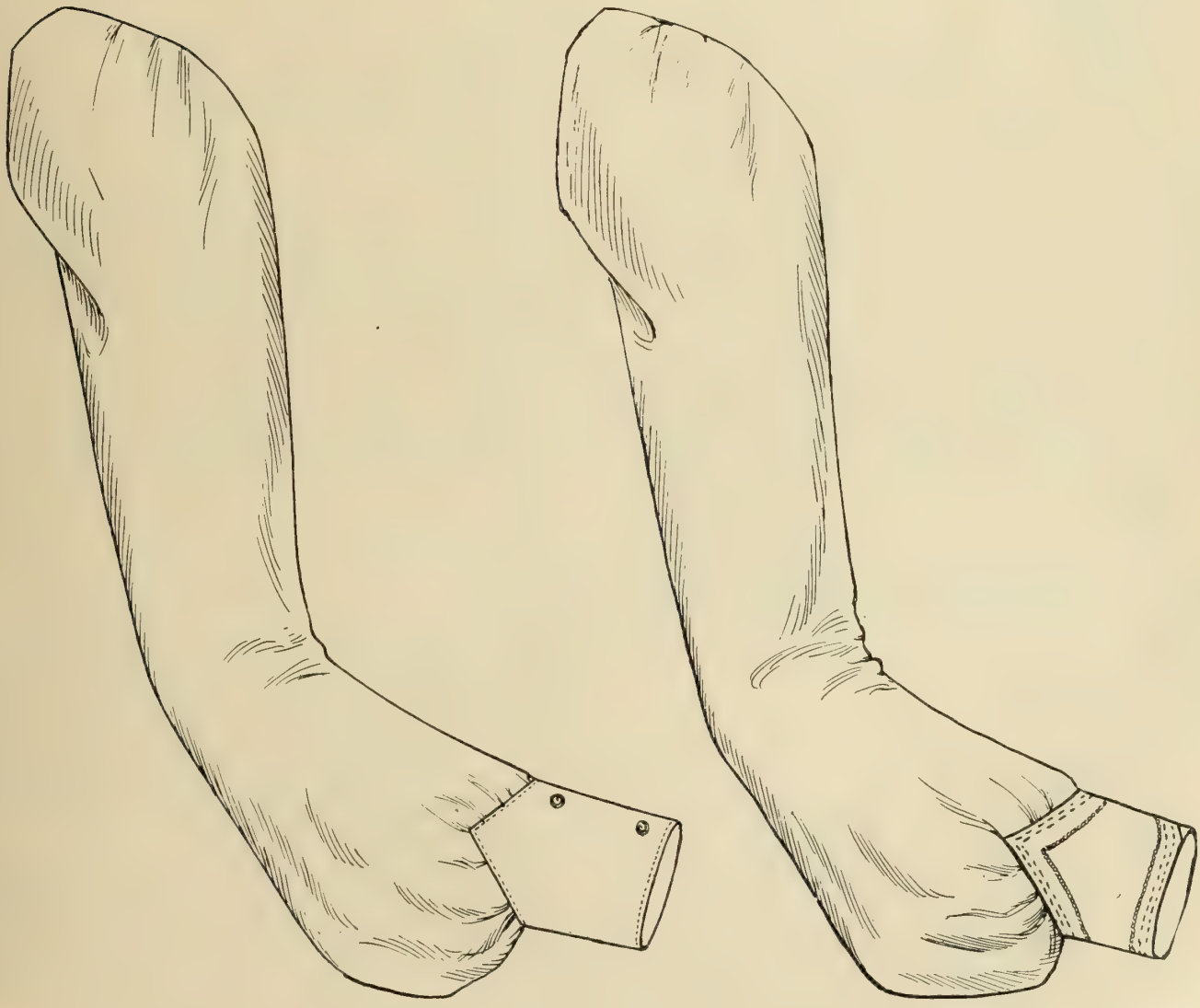
HOW TO GET £10 FOR £5.

A Rotherham draper received, by post, half of a £5 Bank of England note, with a request that certain goods to the value of £5 should be sent to him immediately. Assuming that the other half must of necessity follow (seeing that it could be of no use to the customer now that one-half was in the possession of the tradesman), the draper promptly despatched the goods. Days passed, and the other half of the note never came. The draper mentioned the matter to a friend—a bootmaker—and found, to his disgust, that the friend had received the second half of the note, together with an order for £5 worth of goods, which he had forwarded! That customer was never heard of again.

We here show for the benefit of our readers
the correct . . . .

"SHIRT WAIST" SLEEVES and CUFFS

These have been adopted by the principal
manufacturers of the United States



For the coming

Spring and Summer Trade.



THE SPRING HAT TRADE.

CANADIAN TRADE.



N the large Canadian cities the big retailers will shortly begin to push sales on the Spring styles of men's hats from New York. These taper shapes, which are even more pronounced than before, have been in vogue for city trade in previous seasons. This year, no doubt, they will be the correct thing. It would not, of course, be advisable for out-of-town dealers to stock up with them at all heavily, but stores, whether in the city or the town, which do a young man's trade, ought certainly to keep a line of the new shapes. Of course, for the bulk of the trade the staple hat is bound to hold its own. The height of the taper crown ranges from 5¼ to 6 in., but the ruling height most dealers find is 5½ in., especially for young men. In these new hats, of course, the brims are proportionate to the height of the crown.

The soft hat trade, so far, shows that black and pearls are the prevailing modes, while, as to straw hats, the Panama shape has sold well here this season, and double brims continue to be in favor. The double and triple brims, according to some authorities, go better than the quadruple brims, which are heavy.

Although the up-to-date hat dealer is just opening Spring business, he will also soon be shown in some parts of the country the staple lines for the Winter 1902-3. Some houses are showing their stuff earlier than usual to Western dealers, and a line of furs, caps, etc., will shortly be shown Western retailers. The central Provinces will not be approached so soon in this respect.

A hat man said to THE REVIEW the other day: "The average Canadian dealer has to bear in mind that Canadians, as a rule, don't carry things to extremes as our American neighbors do. We are a steady-going people and extreme fashions are not nearly so successful as what many people would consider to be a purely staple trade. This year, for instance, the sale of linen hats continues good in Canada, although one might suppose it was time for them to go out, while the imitation Panamas have gone well again, although some people thought their time had come. Then, in the matter of the silk hat, our dealers do not find these to be a fluctuating trade with a demand one year and a falling off the next. Generally about the same number are sold—a certain number of young men's and a certain number of old men's. The out-of-town dealer would not find it pay to stock up largely with silk hats."

The Standard Cap Co., 14 Front street west, Toronto, are making a strong bid for trade this season in the cloth hat and cap line. They are large manufacturers of these goods and have for some time past enjoyed a reputation for first-class workmanship and stylish designs. They make a specialty of uniform and society caps to order and have interesting samples and prices for anyone desiring this class of goods. The Standard Cap Co. sell direct from manufacturer to retailer, thereby saving the dealer the middleman's profit. They have an interesting advertisement on page 87.

The heavy triple brim straw hat for men will again be to the front for next Summer's wear, though this year it will be embellished with fancy colored bands, as well as the regular black bands. There is scarcely any noticeable difference in the shape. The crown is, perhaps, slightly higher. Several new patterns in bands are out, among them a steeple effect in red and blue which is very taking. Ladies' straw sailors are shown in a variety of shapes and sizes, but a 2¼ inch brim will prove as popular as any in the coarse straw effects. Panama effects in ladies' straw hats are also selling well in the coarser straws. Messrs. Rathbone & McNeil are handling some of these, as well as some very taking ladies' sailors, which have the great merit, besides their beauty, of affording a good big profit to retailers.

LATEST ON NEW YORK HATS.

From Our Own Correspondent.

New York, March 1, 1902.

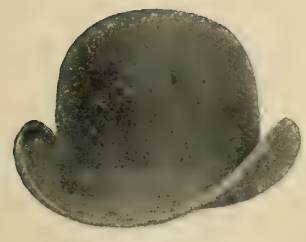
A NOTABLE feature of the hat trade of the present season is the tendency of general manufacturers to break away from the influence of the big retailing manufacturers who have for so long set the pace. The great anxiety which hung over the market till the celebrated blocks made their appearance is no longer acute, and while the debut of the new styles of the leaders is awaited with keen interest, still shapes settle down to fairly definite lines without awaiting what was recognized as the event of the season.

While Dunlap, Knox and Youmans have lost none of their prestige with the "swell" dressers and the exclusives, still the great mass of purchases, which is after all what interests buyers of hats most, is being made without very particular regard to what these houses declare as "the thing."

THE DERBY AND THE PANAMA.

Of course, the standard must be set by someone, and radical departures, while often attempted, generally fall flat. It may be said in general that buyers in this market have favored the styles with greater fullness in shapes and wider brims than last year. Some manufacturers have launched styles in stiff hats and soft felts with brims as wide as three inches, but the conservative element have not favored these, and orders on them have been very small in proportion. It

OUR $3.00 AGENCY HAT
TRADE MARK
REGISTERED NO 30,314.
Hawes
NEW YORK.
BOSTON.



"The Montebello."

Hawes $3 HATS



"The Marlborough."

SPECIAL NOTE TO THE TRADE:

March 15, 1902.

Owing to the unusually large increase in Spring orders—and re-orders—the capacity of our factories has been tested to the utmost limit; but on and after this date we shall be fully able to take care of your favors within six working days.

Yours respectfully,

Hawes, VonGal & Co.

Factories: Danbury, Conn.
Salesrooms: 835 Broadway, N.Y.
171 Tremont St., Boston, Mass.



Eastertide is of vital importance: don't allow your sizes to run low in any dimensions!



HATS AND CAPS—Continued.

is the general opinion that the derby will have a fair chance this season, although the Panama in every shape and form has engrossed attention. The "Pan-tourist" shape is also in the race. In derbies, outside of the exclusives, the tapered crown has the call and has been liberally ordered in this market for the entire West and Canada. In the popular-priced numbers, the bread and butter stuff, that makes up the bulk of the medium trade, the favored dimensions are 5¼ x 1¾, 5½ x 1⅞ and 5¾ x 2, and in the higher grades 5¼ x 1⅞, 5½ x 1¾ and 5¾ x 1⅞.

The new Dunlap, which makes its first appearance on March 27, is a medium full block with a ⅜in. oval curl, medium high set. Black is far and away the predominating color in the derby. Golden brown is shown as a novelty and may have some consideration as a consequence of the demand for brown clothing, but its future contains a large question mark.

SOFT HATS.

In soft hats the modified Panama shape is favored, though the models are more conventional and not so rakish as last season. A feature of the Southwestern demand is the call for rough felts. The colors are black, steel and pearl, with a large accent on the black. In felt hats manufacturers have very generally adopted the use of two small metal ventilators of the regulation type placed vertically on each side of the hat. A black cord around the brim is also in general use.

THE STRAW TRADE.

In straws, opinions are very decided that the genuine Panama in Alpine shapes in the finest weaves will have an even greater run of popularity than last year. The scarcity which made itself apparent so early last year and which was induced by the sudden rise in popularity of this long neglected style, is not likely to make itself felt so soon owing to the larger supply in sight, but the process of manufacture is a slow one and the choicest goods do not linger on the market. In the yacht shapes the demand favors larger crowns and wider brims, and a leaning toward the narrower fine and split braids is apparent. Mackinaw and Sennett braids are the leaders. The South, as usual, has favored heavy rough braids. Brims are double, triple and quadruple, but the double is favored, as the opinion is very general that the triple was found too heavy last year. Bands are narrower and almost universally black.

In silk hats there is very little change. The crown is a little lower and the bell a little less pronounced than last season.

W. J. BRANDT.

A BUYER'S REPORT.

In conversation with Mr. Begg, the woollen buyer for John Macdonald & Co., who has just returned from the European markets, THE REVIEW was informed that the English woollen and worsted manufacturers have as much trade at the present time as they can handle, and their establishments are busily employed. "There will," said Mr. Begg, "be no changes in prices this season, but the future tendency cannot be in doubt, seeing that the prices for both crossbred and fine Botany wools advanced 15 per cent. at the last London sales. As far as the materials already shown for next Autumn's trade are concerned, the bulk of trade for men's wear adheres to greys, both in tweeds and worsteds. In overcoatings greys promise to lead, with probably a few browns and small patterns in black and white tweed effects. The latter, which are also being shown, made up by some of the best Canadian makers, may possibly do well for ladies' costumes."

WOOLLEN EXHIBIT AT OTTAWA.

Canadian woollen millers and their representatives who visited Ottawa during the exhibit of domestic woollen manufactures there, express themselves as very well satisfied with the exhibit, and quite hopeful as to its probable results.

Mr. Robt. R. Stevenson, of Stevenson, Blackader & Co., said: "I was surprised, myself, at the excellence of the products shown. I had no idea that our Canadian mills could turn out such fine goods, though I have long been acquainted with the woollen business in this country. It ought to have a good effect on the Government and members of Parliament generally, who came to see it. There will be hardly anything done this year to help the Canadian woollen manufacturers, but I would not be greatly surprised if after that the United States tariff was brought over here and 50 per cent. knocked off for English products. I think that would be a good plan."

Another woollen man thought that everyone who called to see the exhibit was much impressed with the work that could be done in Canadian mills. "The rooms were crowded all day long," he said. "Not only the Cabinet Ministers but all the members came and brought their wives. They asked all sorts of questions and were apparently much interested. It will certainly be an object lesson to them. They have been going to their tailors before this and buying their clothes without the least thought of where the goods were made, no doubt most of them thinking that all the finest goods shown were imported, as tailors delight to tell their customers."

NEW IDEA IN STORE LAMPS.

The lighting question is so important with merchants that any new idea is eagerly seized upon by all live dealers. Considerable interest will therefore be felt regarding the M. & M. arc lamp which has qualities that will fit it for use in many stores. The accompanying illustrations give a good idea of this handsome nickel-finish lamp made both for interior use and outside the store door. The lamp gives a brilliant light, is non-explosive, and emits neither smell nor smoke. One filling provides 12 to 15 hours of light, is a portable affair, yet made so solidly that it is guaranteed to last many years. The manufacturers are the Acorn Brass Works, 19 to 23 South Jefferson street, Chicago, and any Canadian dealer who wants further information can drop a card to the firm.



The partnership of Greig & Macdonald, the well-known and enterprising clothiers of Seaforth, has been dissolved. Mr. Macdonald has disposed of his interest in the business to Mr. Harry Stewart, and in future the business will be conducted under the firm name of Greig & Stewart. During the time he has been in business here, Mr. Macdonald has made many friends, and his abilities as a business man have established for him an enviable reputation. Mr. Stewart, the new member of the firm, is a native of Seaforth, and for a number of years has been in the employ of the late firm. He has shown marked business abilities.

Cloth Hats AND Caps



We stand ready

to supply all your needs in the cloth hat and cap line.

We are the largest manufacturers of these goods in Toronto, and

sell direct to the trade

giving you the advantage of the middleman's profit. Our samples for 1902 include some very popular styles.

Society and Uniform Caps a Specialty.

Mail orders or inquires will receive prompt attention. Write us for price list.

Cloaks and Mantles

The Standard Cap Co.

14 Front St. W., TORONTO.

Gloves Mitts Moccasins

EXPANSION IS MY MOTTO.

The rapidly increasing popularity of our lines has won for me the best trade in Canada.

Our Traveller will call on you shortly.

J. Arthur Paquet,

QUEBEC.

FURS

Our Samples are now in our travellers' hands, and will be submitted for your inspection shortly.

Many novelties are being introduced for the coming season, and values, in face of the advance in raw materials, never better.

With largely-increased accommodation in our new factory, we are in a better position than ever to insure early deliveries, exceptional values and high-class workmanship.

James Coristine & Co., Limited

MONTREAL.

R. B. Hutchison & Co.

30 Wellington St. W., TORONTO.

Have now on hand a complete stock of

WOOLLENS

comprising choice patterns in

Fancy Worsted Suitings

in Foreign and Domestic makes.

A specially large and choice variety of

Worsted Trouserings

Black and Blue Twilled Worsteds

Unfinished Worsteds, Cheviots and Vicunas

Short dates and close prices.

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

Cor. Victoria Sq. and St. James St.,

MONTREAL.

SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

Your Customer

WILL ASK YOU FOR THE

Beaver Brand Macintosh

Guaranteed Waterproof and Never to Harden.

Write for Spring Catalogue, showing all the latest styles.

The

Beaver Rubber Clothing Co.

Limited

1851½ Notre Dame Street — Montreal.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR,
CRESCENT and
PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

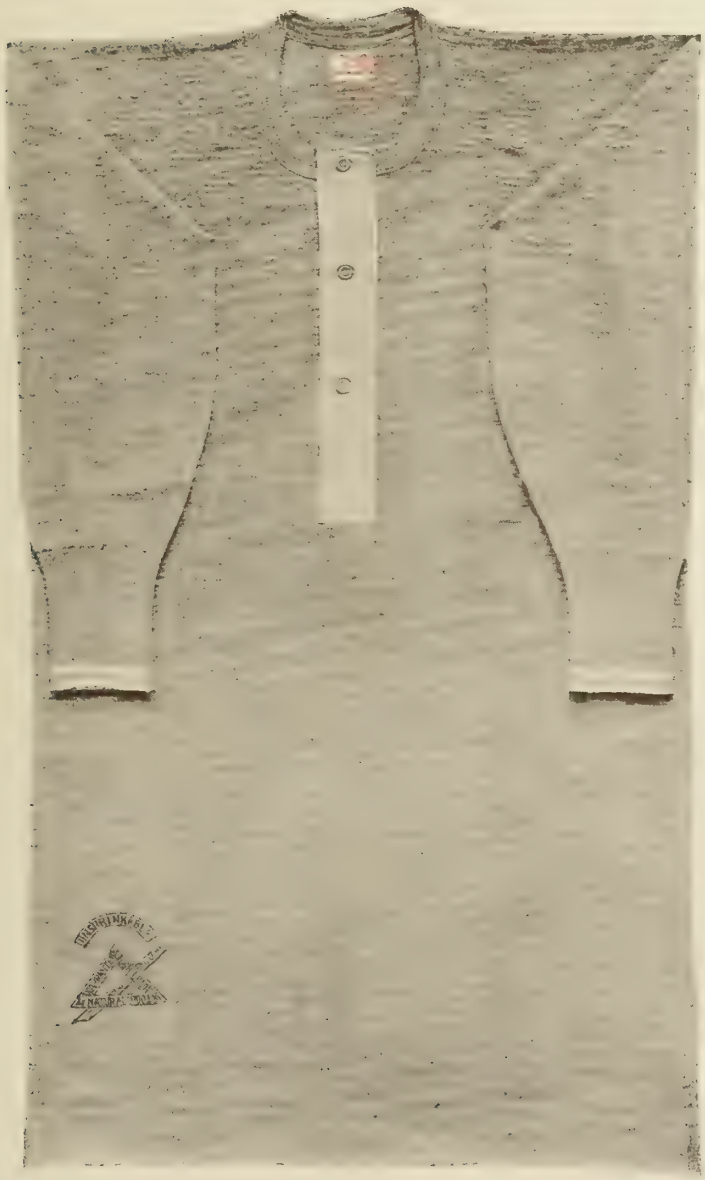
North Star, Crescent and Pearl Batting.

WE BEG TO CALL THE ATTENTION OF INTENDING PURCHASERS FOR

Fall 1902

TO THE FACT

That among the many lines offered by the Jobbers of Knitted Goods, none is better known than our



Standard Natural-Wool Unshrinkable Underwear

AS ILLUSTRATED

WE HAVE THIS SEASON ADDED Several lines of similar Stock and Texture, in heavier weights, to our already extensive range.

ONE OF WHICH IS—A Standard Natural, 2-ply (Tailor-cut seams).

ANOTHER——A Natural Cashmere (Full-Fashioned)

These will be found excellent value to retail at $1.50 and $2.00 per Garment.

We are confident that the trade will find the Cashmere Full-Fashioned which can be retailed at **$2.00,** the equal of any Imported Line at **$3.00.**

WE GUARANTEE ALL NON-SHRINKABLE AND PERFECT.
NONE GENUINE UNLESS BEARING OUR TRADE MARK.

THE PENMAN MFG. CO., LIMITED

PARIS, ONT.

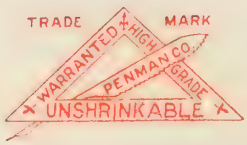
Ask Your Travelling Friends For

PENMAN'S ELASTIC RIBBED SANITARY UNSHRINKABLE UNDERWEAR



Shades: Natural, Shetland and Fancy Stripes.

CIRCULAR MADE, PERFECT FITTING, WITH AND WITHOUT RIBBED CUFFS.



ALL OUR STANDARD LINES WILL HAVE THIS TRADE MARK.

D. MORRICE, SONS & CO., {MONTREAL / TORONTO} Selling Agents

WHOLESALE ONLY SUPPLIED.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR, FLEECE SLIPPERS, and Other Specialties.

To be known as agent for **JAEGER'S UNDERWEAR** recommends you as a retailer of good quality and reliable articles at a moderate price.

For Fall Season 1902 we have arranged very liberal discounts to the Trade.

Dominion Agents for English Manufacturers:

Young & Rochester

Shirts and Shirtings for SPRING.

The full range of Dressing Gowns, Smoking Jackets and Winter Vests are now in hands of our travellers.

Finest ranges of Flannel Outing Suits shown in Canada.

CORONATION NECKWEAR.

Tress & Co.

HIGH-CLASS LONDON MANUFACTURERS
— OF —
HATS and CAPS.

We are this month showing latest styles for Fall.

SPECIAL VALUES IN PALM LEAF AND FINE STRAWS.

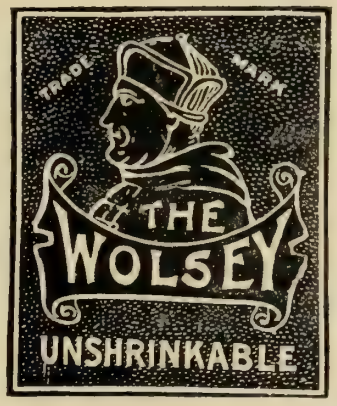
Felts, Silks and Straws.

If not in Toronto write and arrange for our travellers to call.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new eatures in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

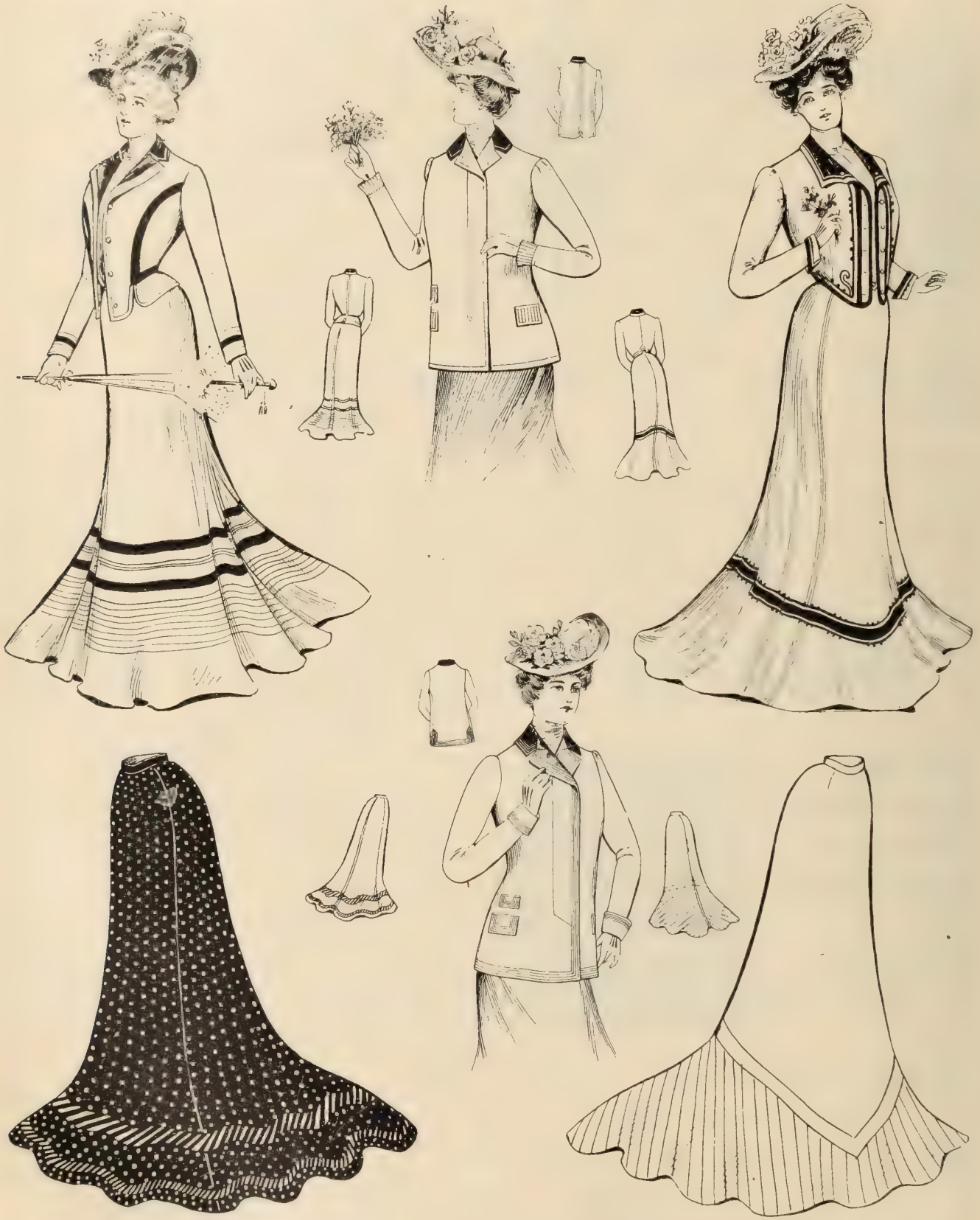
The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square,
VICTORIA, B.C.

S. F. McKINNON & CO., LIMITED



The above illustrations represent a few of our newest **Tailor-Made Garments,** and the range which we show of these goods will be found comprehensive and attractive.

Inspection Respectfully Solicited.

Canadian Spring Millinery Opening 1902

Retail Millinery Openings.



FEW remarks on openings are seasonable this month. The opening is year by year growing in importance amongst milliners. It stimulates the ladies' curiosity. By means of items in the papers, and printed cards of invitation, a crowd can always be got together.

ARRANGING THE DISPLAY.

Having decided, says The Western Milliner, Chicago, that you have a sufficient number of hats to make a representative display, get them all out and see if they make a good color effect when massed together. Remember that handsome black hats are good sellers, and have a sufficient number to tone down and emphasize the lighter hats. Light colors and pale tints are so eminently above every other characteristic of the new season that a black and black and white vogue are a natural consequence for variety's sake.

After looking over your patterns if you find they need additions, make up this deficiency at once and feel secure in the position that you have a creditable display. The extent of this can only be judged by yourself, as the size of your territory and the extent of your following must decide this matter, but be sure to show hats for everybody.

OPENING DAY.

Never make a special effort to sell hats on the day of the opening. Let everyone feel that this is a day on which the hats are on display and every customer has an equal chance with the rest to see and choose. Of course this does not mean to refuse a sale or discourage one, but do not force a sale. Many women will come in who are timid about being urged to buy. It is not difficult to sell hats. What you are after at the opening display is to show hats with which your customers will fall in love. If a customer selects one of the hats ask her to allow it to remain on display, mark it sold and place it in a case where it cannot be handled. Send it out at the close of the day.

BE PRIMED FOR QUESTIONS.

A milliner is expected to be and should be an authority on style. Be prepared to answer questions when your patrons ask for information on any line of dress. With this fact in mind the milliner should provide for use at her opening a suitable gown. A costume that is suitable for an afternoon tea or for very informal receptions is the thing to be worn for this occasion. A handsome, well-made cloth gown, having some touch about it that is entirely novel in a tie or lace collar, or in its cut or adornment is in excellent form. A gown of the popular nets in black is in excellent taste also. A business woman may make her gowns express utility as well as elegance or she may wear any of the light weight semi-dress silks. If there is anything novel and tasty in arrangement of the hair illustrate it in your coiffure and also wear a hair ornament of some sort made of ribbon, velvet or silk. Request your assistants to dress for the occasion. Remember that black is really the best thing for them to wear if they are to show hats.

TREATMENT OF VISITORS.

Receive your visitors as if they were guests and invite them to inspect the display. If you wish a particular hat shown to one of them, request an assistant to see that this is done.

Treat all your visitors alike; that is, with equal courtesy. It is very easy to give offence, for you will be expected by the poorer ones to show more attention to the richer. When they find themselves shown exactly the same attention, no more and no less, they appreciate it heartily. Besides, the middle class of trade brings better returns than any other, and it is their money that counts.

Instruct your assistants to keep the stock in place as well as possible, and, if you intend to keep the store open into the evening, have everything put in place during the lull that comes at tea time.

While it is best to refrain from special effort to sell hats, it is well to get as many people "on the string" as possible. Try to have each interested in some particular hat before leaving, and take for granted that everyone will want something new for Easter. Educate your trade that a new hat is a feature of Easter not to be dispensed with. A few hats sold to representative people for Easter wear and marked sold help out in communities which are slow to adopt the custom of turning out in new headgear on Easter Sunday.

Models for early spring should be shown in the colder latitudes. Violets and the berries and foliage which are so prominently shown are excellent for such designs. These may be combined with panne velvets. But the best seller for the early trade is the ready-to-wear hat. Experience has shown that this hat does not hurt the sale of dressier styles, nor of outing hats, which have their season in midsummer. The outing hat has disappeared as a street hat in the early season. Fortunately for the milliner, the tendency is for the trade to require a greater number of hats. It is not uncommon to hear city milliners affirm that with ready-to-wear, dress, outing and picture or evening hats, there is almost no dull season left.

HOW TO WORD ANNOUNCEMENTS.

There is a great variety of forms for opening announcement cards. Nothing is better than a rather large card or card form on good enamelled paper. The opening announcements may be more or less expensive as the milliner chooses, but in any grade they should be, and may be, tasteful and elegant in appearance. Some milliners spend a considerable amount

MILLINERY—Continued.

for their opening invitations, realizing that there is nothing that brings more direct returns in business than these announcements. It would be impossible, in an article like this, to go over the whole field, but by visiting a first-class stationer one may be able to select anything that suits the fancy and purse.

If you are doing business in a medium-sized or small town it is necessary to be careful not to slight anyone in sending out cards. It is better to send too many than too few. Every milliner likes to see a crowd at her opening display. In a small place the out-of-town trade will call in during the day and will begin to fall off about the time in the afternoon when the town visitors come in with a rush. Cards of invitation should announce the hours for the display, which should usually continue into the evening. Many ladies at that time can get out with their husbands or other male relatives, and happy is the clever milliner who can make hats to suit the men! As a rule men will pay more liberally for hats and spend with greater freedom than women. It is not a bad idea, in sending cards to married ladies, to address them to husband and wife. Most business men will appreciate the extra effort made by the milliner to get up an attractive display and give her credit for her public spirit.

Cards which simply announce the opening are in very good form, especially for an established trade. For instance:

1902.
SPRING OPENING
First Exhibit of Pattern Hats.
Monday and Tuesday, March 24-25.
MISS BLANK, Blankville.

MRS. SMITH,
Cordially invites you to attend an Easter display of Pattern Hats.
March 24-25, WHITEBURGH.
9 a.m. to 9 p.m.

One of the most successful ways ever tried for getting inspectors of your new hats is to send out booklets instead of cards, containing pictures of new designs for Spring hats. The original of these pictures may be advertised as on display at your opening. By sending these before the opening, ladies become interested in the different hats shown, and frequently come to see how one special hat compares with its picture. If the milliner will advertise that these hats will not be duplicated she is likely to get rid of them the day of her display. They should, however, be sent out the day following the opening.

A regular formal invitation mailed to the heads of families and to your other patrons reaches them far more effectively than anything else. When the card is printed the date should be made prominent so that it catches the eye and fixes itself in the mind.

MOST SATISFACTORY.

These were the words of S. F. McKinnon & Co., Limited, when asked as to their millinery opening trade at the end of the second day, and that never in the history of the business had the same number of buyers visited their establishment during any opening season. They were present from every section of the Dominion—many more from the far east and west than on any former occasion. The representative of the company also said that, owing to the great distance from this market and the difficulty experienced in getting goods delivered in time for early Spring trade, not a few buyers from the far-off centres visited the market earlier than usual, but they are certain that there were fully 25 per cent. more buyers in Toronto on the general opening days than on any previous occasion.

When asked as to the impression the opening gave them with regard to the trade and the outlook generally, the answer came that from their viewpoint the outlook has not looked so bright in many years, that buyers, generally, were in good spirits and hopeful for a good Spring and Summer trade, and while there are no reckless buyers in the present day contingent, liberal, though careful, buying was indulged in, evidently keeping in mind that, while a good impression must be made in opening the season, it is also necessary that stocks must be sorted up from week to week as the season advances. "One notable feature of our Spring opening, which is a good index to the healthy state of trade and the country's prosperity, was the large quantity of good goods sold, that is to say, a better and more expensive class of goods, including not only millinery models and millinery novelties, but also goods generally in their class. Monday, the first day of our opening, was a great day among the trimmed patterns. Our large showroom was simply packed with eager buyers, and by the middle of the afternoon hundreds of these works of art had been selected by many buyers to set the styles in the different cities and towns throughout the Dominion. Our hat department has this season made a record for itself. By the end of the second day every bunk and available space for putting goods in in this department was taken up. Hat braids, which are also kept in this department, met with great success.

"In the trimming class, rich and effective features are fine satin, straw, lace, sequin, net and pearl combinations in many charming designs. Many handsome designs in crowns in the same combinations to match the materials are tempting beyond resistance. Chiffon, net, mousseline de soie and many other makes in light, gauzy effects, are in high favor for Spring. Ribbons were in great favor as a combination trimming, particularly in wide width. Black moire and black satin and velvet are very much in evidence. Flowers have lost none of their selling strength and all the buyers were pinning their faith to flowers for the early trade, and at the same time providing liberally in ostrich feathers."

In the lace department, the claim of this firm is to have the most interesting room in Canada, if not on the continent. Mr. Reeve, the manager, stated that he could supply his customers with almost everything known to the lace trade, from a dainty valenciennes at 6c. per dozen yards to the richest real Venetians and Brussels point at $100 per yard. But, perhaps, the most interesting point in this trade for the moment is the extraordinary impetus given to real Irish laces, in consequence of, in the first place, the remarkable favor aroused in these goods in America from the movement originated by the Countess of Aberdeen for the encouragement of Irish industries, and, in the second place, the command of the Queen that British-made real laces only were to be worn by the peeresses at the coronation. Nine-tenths of British real laces being Irish, this settled the question as to the style of laces to be fashionable, both in Europe and America, for all this year.

THE REVIEW was informed that it is now beyond all doubt, and, after the experience of the opening days, universally recognized, that laces in millinery are in sight once more. It is safe to say that for the coming season there will be counted amongst scarce goods, in millinery widths running from 6 to 12 inches, black chantillys, alencons in Paris, ecru, Carrickmacross, Limerick and Irish points in real shades. In visiting this department, the visitor felt that he was in a

Wholesale Millinery

Success Repeated

We have again demonstrated our ability to repeat the successes of the past.

Our extensive preparations, and our anticipations for the needs of trade have been fully appreciated. We have made the desired impression on the immense throng of buyers at recent openings. We are easily safe in the Leadership of Millinery Trade in Canada.

Every day will find us replenishing with the latest novelties.

Remember, our letter order department insures care and prompt despatch.

The D. McCALL CO., Limited

MILLINERY—Continued.

museum of art treasures and in an atmosphere of culture somewhat uncommon in these utilitarian days.

The manufacturing department of S. F. McKinnon & Co., Limited, is a busy place these days. Although the demand for Spring jackets is limited compared with the Fall business, this firm have found the Spring jacket trade fully up to their expectations. The demand for skirts and suits is greatly in excess of any previous season. The range of wool and cotton wash skirts is indeed a credit to any Canadian manufacturer. The styles are exclusive, and the materials are such as should add new business to any skirt and suit department.

S. F. McKinnon & Co., Limited, have recently issued a Spring catalogue, which will be mailed to the trade on application. Any buyer of this line will be fully repaid by a visit to this department.

THE TORONTO FLOWER AND FEATHER CO., LIMITED.

We intended in our February issue of THE DRY GOODS REVIEW to call attention to the advertisement of the Toronto Flower and Feather Co., Limited, of 24 Front street west, Toronto.

This company have made a very auspicious beginning, and while not an old firm yet have already made a prominent place for themselves in their particular lines. We understand that they are exclusively manufacturers of all they sell, which thing in itself is somewhat unique. They claim also to be exclusive in their designs. Not originating all their own styles by any means, but adopting the latest New York and Paris styles and modifying them to suit the more quiet tastes of the Canadian woman.

Their line covers the following items: Ladies' ready-to-wear chiffon and straw hats, children's silk and muslin headwear, artificial silk and muslin flowers and millinery novelties. In all of these different lines they appear to have made a strong impression on the principal retail men of Canada. Without making one line any more prominent than another, they claim a superiority in artificial flowers over all competitors in both design and color, employing the best French artists on these goods. They humbly solicit a call or letter of inquiry from the many readers of THE REVIEW. We wish them all success in their business.

A SUCCESSFUL HOUSE.

One of the busiest places in Montreal just now is the warehouse of Caverhill & Kissock, which from morning till night is thronged with buyers, and the beautiful assortment of hats is being heavily drawn upon for distribution over the whole country.

Among the most popular hats are some which can be found here alone. Tricorns and Colonials, those popular shapes, are seen in great variety. One of the white Colonial hats, which attracts much attention, has the brim in white tulle, strapped with black velvet. The crown is composed of three frills edged with Tuscan straw, forming a plaque, and is fastened in the centre with a pearl cabochon. It is finished at the back with a drooped bow of black velvet and is caught up near the front with a handsome aigrette of ostrich feathers. One of the Tricorns is a Lyan Faulkner hat and is a beauty. It is faced with black and steel sequins, the crown being a plaque, falling over the rim, in pale blue mohair, and fastened down near the front on the right side by a cabochon of

Newest Millinery for

Whether you

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J. W. PENNOCK &

The Celebrated **"P.D."** CORSETS



Millions of satisfied wearers of **"P. D."** all over the world testify to the fact that there are no Corsets their equal for style, comfort and durability.

No other straight front Corset shows such correct hygienic lines as **"P. D."** All first-class retailers stock **"P.D."** Corsets and find them sellers.

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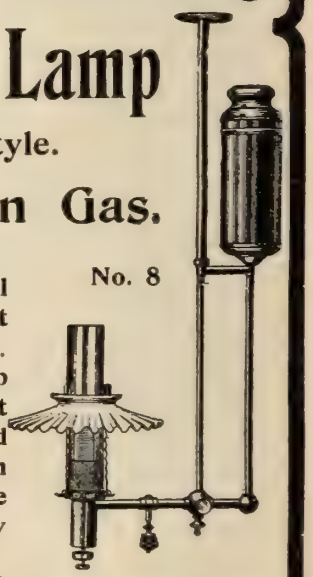
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OUR No. 8 is the best all around lamp on the market for either the store or home.

IT IS FITTED with an up and down adjuster so that the burner can be lowered two feet. You can hang it on a hook or screw it up—we supply a hook and a screw plate with it.

IT GIVES a light of â 100 candle power and is a fine lamp to show goods with.

THE COST of running it is less than an oil lamp and there is no smell or smoke from it.

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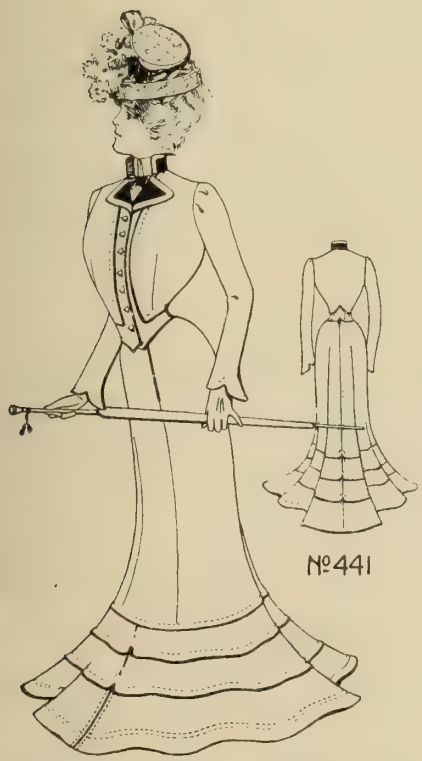
Our stock is all new.

Our prices please shrewd buyers, and we give special attention to orders by mail and telephone.

Long Distance Telephone, No. 3606 Main.

COMPANY, 44 YONGE STREET, TORONTO.

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The looks of Northway garments come from their shape.

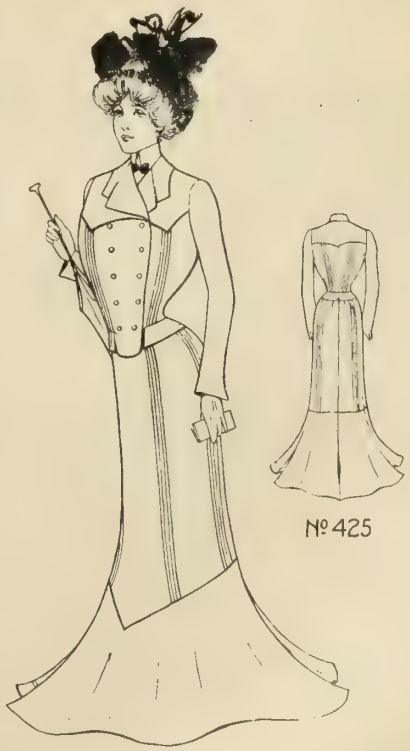
Their perfect shape is never lost. As long as a Northway garment holds together, the shape is there.

Shape like that means profits.

It means Northway garments will not get saggy, baggy, and shopworn. It means they will look good on your customers. It means sale after sale to the ONE customer, as each season comes.

The profit on Northway garments is in the good making.

Catalogue now ready for the Trade.



John Northway & Son, Limited, 93 Wellington St. West

MILLINERY—Continued.

pearls. The only trimming is a large bow of black velvet, drooping over the back and fastened on the crown with a cluster of tan and blue roses.

Another white hat is rather flat in shape and covered with rows of tulle dotted with pearls. It is trimmed with a scarf of embroidered chiffon, appliqued in lace, falling softly over the brim and tied in a bow at the back where it droops over the hair. It is caught up near the front with a bush of white osprey, fastened with two pearl cabochons linked together with pearls. These are only three of the many beautiful hats in this warehouse. Rare good taste has been shown in the selection and the rush of buyers is only a natural consequence.

MILLINERY FASHIONS.

Buying of millinery is now in full swing and it is evident by the enormous business being done that the styles for Spring and Summer have taken the fancy of the trade.

The Tricorn and Colonial will be two of the most popular shapes for Summer hats, and a good deal of the flat effects are still seen. Blacks and whites are both in heavy demand, though a combination of these colors is rare indeed. Pastel shades, pinks, blues, castor, etc., will be very prominent.

Among the trimmings, malines, chiffon, Irish point and other laces will be used greatly. Flowers, though, are likely to have a much greater run than for a long time. The principal flowers will be roses and lillies of the valley. These two are the favorites of Her Majesty Queen Alexandria, and this, the coronation year, will see them perhaps the most popular of any trimming.

Pearls and large jet beads will also be used in good quantities. Ospreys and aigrettes have revived for the season and all kinds are in demand. Those big soft silk pom-poms, which once were so well liked, have again appeared and will be among the popular features of the Summer millinery.

CHARTS FOR THE TRADE.

Caverhill & Kissock, the well-known millinery house of Montreal, are distributing among the millinery trade two large and very handsome hat charts. One of them is printed entirely in black, while two colors are used on the other. On each of them are reproduced numerous illustrations of the firm's range of hats, including the latest and most stylish headwear. Any of our readers not having already received one of these charts should not delay in sending for one, as they will be found very useful as a guide, and, as the same time, ornamental.

A SUCCESSFUL OPENING.

The Toronto warehouse of Thomas May & Co. had a mo t successful opening. Their spacious quarters at 54 Wellington street west were crowded during every day of the opening, and to go into their showrooms was to be transplanted into another season. Flat hats will be the rage this season. The most fashionable hat will be one with the rim rolled high on each side. The old Napoleon cocked hats are also much in evidence. Of the variety of materials utilized for trimmings may be mentioned straw braids of various colors, plain and folded chiffons, pearl and jet beads, grass linen, Russian plauen, sequin, and Venetian laces and lace insertions. Flowers and ribbons are shown in profusion, the latter including exceptionally pretty designs. They will be used largely for neckwear.

Then there are tucks and frills of various descriptions, new designs in quill ospreys, colored satin and mousseline de soie effects.

Some pretty fichu effects are shown, with long streamers and muff to match, the set selling at $75. There was a magnificent display of ready-to-wear hats ; in fact, all the new Parisian and American novelties. In another department is an elaborate display of the new things in skirts, silk blouses, costumes and jackets from the company's two large factories in Montreal.

A GLANCE AT NEW STYLES.

The elaborate preparations made by the D. McCall Co. for their Spring opening were justified by the great attendance and the unprecedented business and sales. This was due in a large measure to the fine stock shown and the many handsome patterns on view. "The Santos Dumont" is the newest thing in a long turban, and is trimmed with a large rosette in the front, and lace draping round the brim. The "Maude Adams" will undoubtedly be another most popular shape of the season. Some of the new features of the trimming are the pearls, French laces, Battenburg effects in straw, and the Nacre effects in flowers. Laces are used most extensively, especially the linen-colored laces, and some of this lace is thickly strewn with seed pearls. Other laces used are Brussels point, Filet Italian, Irish point and Luxiel and chiffons, mousseline de soie, tulles, straw trimmings, crinolines ; also wide galloons of chiffon, straw and tulle are combined with lovely effect. In ornaments the cabochons of straw, pearl and opal are used on the handsomest patterns, and frequently a smart finish is obtained by jet cabochons. The flowers and foliage, also the berries, with and without foliage, are especially lovely, and largely used. A handsome set greatly admired consisted of a white chiffon boa, finely pleated chiffon, formed rosettes, centred with soft white roses, finished with stole ends of pleated chiffon ; black lace applique was used with charming effect. The hat had a rolling brim of pleated white chiffon, touched with the black lace applique ; a lace drape of Battenburg straw formed the crown, finished by a brush osprey, and creamery roses running to the back, ending in a bow. The very flat effect was noticed in the trimming of a pale blue pattern of pleated chiffon and straw. A drape of the new linen lace, thickly seeded with small pearls, encircled the crown, and a large bow of soft blue ribbon, and a bunch of shaded linen and blue roses finished the back.

A BRIGHT OUTLOOK.

Milliners from all over the Dominion had an interest in the Spring millinery opening of the J. D. Ivey Co., Limited, who declare that greater numbers of these same milliners called on them this year than ever before. What is most encouraging is the fact that everyone seems to expect great things in the coming season's trade, their confidence being warranted by good times of the past two years. In view of this they are buying in abundance, making wholesale millinery houses much pleased thereat.

This company have found that flowers will be worn by almost everyone, and that small effects in particular, like small wild flowers, are the most sought after, and those particularly in old rose tints. Nacre tints are also considered stylish.

This is a milliners' season and so straw hats will be worn by nearly everyone. The hat department of this firm has been busy with an unusually large trade in this Spring's

SPRING SORTING SEASON 1902

Every department has been re-stocked since the opening. Something new coming in every day. Wait for our representatives. Letter Orders receive prompt attention.

The JOHN D. IVEY CO. Limited.

TORONTO. MONTREAL. QUEBEC.

MILLINERY—Continued.

styles, which are particularly new. The straws used are of new pattern also, and turbans in a variety of straws are being shown. A new and particularly attractive feature is the soft straws in the cuba or natural colors. And in dress hats the large rolling brim is much shown, while this season's hats are altogether much larger.

Their silk ribbon and lace department report that soft liberty laces in the ecru shade, as well as in other colors, such as mechlins and chiffons are much employed in the making up of the hats. Ornaments of silver and cabochons are also largely used, being particularly strong in pearl effects. Another feature is pearly beads. In fancy gauzes and silks the linen shade is distinctly new.

In their warehouse the business of this firm is more than they can well look after at the present time and, from the fact that they have warehouses and showrooms at Winnipeg, Ottawa, Toronto, Montreal and Quebec, the amount of business transacted during the past two weeks must have been very great.

FOR POPULAR TRADE.

At J. W. Pennock & Company's, the opening week was a particularly satisfactory one. The fact of the stock being all new was undoubtedly a strong attaction to the buyers.

This firm's display of French pattern hats was particularly fine and was pronounced by many expert judges of millinery to be one of the most exquisite assortments of imported hats ever shown in Toronto.

These expensive hats, showing the artistic ability and the latest ideas of the most clever milliners of the world, were copied by the firm and shown in hats at prices that were within reach of the popular trade. It is the popular medium-priced trade that J. W. Pennock & Company cater for, and their efforts to produce stylish, correct goods at medium prices were certainly appreciated by the trade generally opening week.

WHAT IS TRANSIENT TRADING?

A well-known Montreal tailoring house, that of Wm. St. Pierre, has been fined by the Ottawa police magistrate for being a transient trader and not taking out the necessary license to do business in that city. Mr. St. Pierre's counsel contended that his client went to Ottawa and offered to make clothes as a skilled mechanic. He did not come merely to sell goods to ladies. The logical conclusion, if a case was made out, would be that any commercial traveller coming to Ottawa would be liable to a fine. His client was not offering the goods for sale but making contracts to do certain skilled work. The goods on exhibition were samples but were not sold. A fine of $20 and $2 costs was imposed. The decision will be appealed. Meantime, the fee of $250 for a license to do business was put up.

Great quantities of ladies' gloves are sold in Australia. The wearing of gloves is customary in all classes, including servants and workmen, and the heat in Australia causes gloves to become useless after having been worn several times, so that the consumption is very considerable. New South Wales alone imported in 1889 gloves of the value of £89,855, the greatest portion of which was supplied via London. The total value of gloves imported annually into Australia probably exceeds £32,000. The demand for gentlemen's gloves is but small, as large purchases are effected only of glace gloves, etc.

CLOTHING AND WOOLLEN TRADE

PRESENT TRADE IN WOOLLENS.

THE most fashionable materials in demand this Spring for men's suitings consist, according to John Macdonald & Co., of fancy broken check worsteds and fancy stripes, and black and white small effects. In Scotch tweeds this house show a large range of handsome fabrics in broken checks and stripes. The principal colors are brown, gold, and greenish mixtures. For men's Spring overcoatings a brisk demand has been felt for waterproofed coverts in greys, drabs, and fawns, both in plain and herringbone effects.

The trade in woollens for ladies' wear continues to be a large item in every woollen department. There is a large range in homespuns, checks, broadcloths, black and white worsteds, and the newest designs in stripes. This firm are clearing some 54-in. fancy tweed suitings and some black and white serges for ladies' costumes.

A FALL RANGE.

The Fall range of woollens now being shown in the warerooms of the Gault Bros. Co., Limited, includes a splendid variety of the handsome effects in greys, browns, and other shades that will have such popularity during that season. There is also shown an exceptionally varied range of new designs in trouserings at popular prices. In Winter overcoatings arrangements have been made to place before the trade the largest assortment they have yet shown, and waterproof overcoatings for both ladies and gentlemen will be found in extensive variety. The Belwarp "Swanbaks," which have been so much sought after this season, are still to the fore. The range of fine coatings and dress suitings is also a large one. Fine vicunas and cheviots are predominant. For costume cloths for next Fall this house is the place to go. The old favorite, "The Lady Cloth," which they control for Canada, is shown again in plain colors and mixtures, and at the same old price. Zibeline cloths, which will be the leading fabrics for next Fall, will be found here in immense variety.

The tailors' trimmings department is replete with novelties. Several new lines in silks have been added to their already immense range. The "Shamrock" brand of canvases and hollands, controlled by this house, is well established and repeats are coming in well. The Belwarp Italian twill mohair serges in blacks and colors are always in stock.

COMING FASHIONS IN MEN'S FABRICS.

For the incoming season, says the New York Sartorial Art Journal, the variety of fabrics is greater in weave, pattern and coloring than ever before, and in all these reaches a higher degree of excellence. The fancy fabrics, not only in suitings and trouserings, but also in overcoatings, are superior, from an art point of view, to any ever before placed on the market, not only because they are more ingenious and pleasing by weave, more graceful and attractive of pattern and richer and softer of color, but also because they are more refined in expression. They range from delicate effects in coloring, and from merely suggestive designs, to positive colors and to strong, bold and striking designs, without in any of them approaching either timidity or audacity in color, or uncertainty or over-boldness in design.

Special overcoatings, which include the usual fabrics, are in greys, subdued colors and mixtures, and in plain diagonal and overline effects, sometimes, in the newest offerings, with black and white spots, but dark greys predominate, especially in cheviots and vicunas. Overcoatings, however, are now largely extemporized; that is, modest suitings are freely used for overcoats. This greatly broadens the field of choice and gives an opportunity for the display of taste that is highly appreciated by those who like variety.

In suitings there is an almost boundless variety in the weave, coloring and pattern of every kind of fabric, from serge to vicuna, and from flannel to worsted. Overlines and checks predominate, but stripes find frequent and pleasing expression, especially in flannels. There are two very neat and attractive new effects in nearly all kinds of suitings that will undoubtedly be very popular, the latest is a sprinkling of homespun spots; the other, which was introduced last season, is a bright but inconspicuous outcropping of silk here and there. Both are enlivening and admirably suited to Spring and Summer garments. For dress and for half-dress the same fabrics will be used as heretofore.

In trouserings, checks and overlines will be extremely popular, but stripes, somewhat wider and stronger than last season, will probably predominate. Greys, browns, olives and steel tones will be favorites as foundation colors. These will be enlivened by colors, outlines and effects so many and intricate that we cannot undertake to suggest what they are even under classifications.

Much to our surprise, fancy vests are increasing in favor. After so long a season of popularity, especially following a season in which it looked at one time as though their popularity had reached its height, it is remarkable that they should suddenly spring further than ever before into general favor. But they have. The incoming season will see more fancy vests than any other season since their latest popularity begun, early in the last decade of the nineteenth century. This is probably chiefly due to the exuberant feelings of our people, the result of prosperity and its promise of continuance for some time to come, and to the new and beautiful fancy vestings in which the market is astonishingly rich. Thin wools, plain and fancy cottons, plain brown and striped linens, cashmere, mercerized cottons, and in short, the usual Summer fabrics are in abundance, and are all exquisite as to styles, and beautiful in pattern and coloring.

NEW FEATURES.

In every fashionably correct garment of the incoming season, says the same authority, there will be one change from the expression of the same garment last Fall and Winter that will at once unmistakably express its newness to the sartorially well informed. This is a general lightness of effect. This feature will be made conspicuous in both overcoats and undercoats by a decreased width and height of shoulder, and by a lighter roll of notch widths which will be less than for many years; in vests by a narrower roll with a smaller notch, whether double or single breasted, and in the former by a less spread of the button roll; and in trousers by more shapely legs. Each of these style changes will be slight but distinct. In the coats the shoulders will not average more than one-quarter of an inch narrower than they have been; the shoulder padding will be reduced only about one-quarter, and the notch widths will be only from one-eighth to one-quarter inch less; in vests the roll reduction will correspond

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Everyone in the Trade
that examines or handles the products of
THE GUELPH CARPET MILLS:—
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is pleased with them. Some consider them superior to any other Canadian carpets and by no means inferior to the much-talked-of imported article.

There is no better equipped mill than ours, and, as we are gaining credit for giving a little bit better value than other makers, we are striving to sustain this reputation.

For Spring, we are now showing some new and very beautiful effects, both in figure and coloring, embodying the creative ideas of our skilled designers, as well as many outside artists.

Our long-established system of selling direct from our mills to the trade assures the closest prices and most prompt shipment.

Repeat orders of any of our patterns supplied on very short notice.

If our travellers have not recently called, let us know and we will forward you some samples.

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Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings; $40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

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F. L. Copeland & Co.
successors to
THE EVER-READY DRESS STAY CO., Limited.
WINDSOR, ONT.



CLOTHING AND WOOLLEN TRADE.—Continued.

with that in coats, and the spread in double-breasted vests of the button-rolls will not be reduced more than one-half inch; in trousers the knee width will be one-half inch less, and the bottom width one-half inch more.

Other style changes will be a trifle more shapeliness in Chesterfields and a trifle less in sacks, with a slightly increased length in the former and a less cutaway effect in the latter, a slightly increased length in double-breasted and cutaway frocks, with the skirts a little fuller at the bottom for the former, and a little less cutaway for the latter, and in trousers a slight but distinct calf-swell and a slight bottom-spring, the latter so moderate that technically it is termed "shaping."

Canada's Oldest Tailoring House.

THE tailoring establishment of Gibb & Co., 148 St. James street, Montreal, has been kept longer in one family than any other like business in Canada or the United States, and in all probability it is the oldest tailoring business on the North American continent.

It was founded in 1775 by Beniah Gibb, who came to Canada from Northumberland, England, in the previous year. He had learned his trade with his brother who had founded a business in London in 1740, which is still being conducted there by his decendants, and which holds the record for being longer in the same family than any other tailoring establishment in that city.

On the death of the founder of the Canadian house, the business fell to James Duncan Gibb, and after his death to the late partners Alexander, Edward Munro and Lachlan Gibb. The first mentioned has retired from business and is now living in London. Edward Munro Gibb died a few years ago, and the present establishment is conducted by Mr. Lachlan Gibb and his nephew, Mr. McArthur, who has come here from the London house.

Needless to say, the house of Gibb & Co. has turned out a good many different styles in its existence of 125 years. Some of the old-fashioned magazines are still kept. One, bearing the date of 1829, called "The Gentleman's Magazine of Fashion," and which was published in London, has a number of colored plates of the fashions then in vogue, military, civil and fancy costumes. It contains, besides the "shop talk," other things to interest the tailor, in the form of stories, sporting news, original poetry, conundrums, etc.

A most interesting relic of bygone business days in Montreal is an old ledger, used by the founder, Beniah Gibb, in 1779, which reveals a state of affairs that few present day tailors would care to do business under. The army officers, of whom there were then, fortunately or unfortunately, a good many in Montreal, were about the only customers who could pay ready money and they had to supply their own gold lace, buttons, etc. Other customers could only pay in "kind." As a consequence they are such gloomy items in Beniah Gibb's ledger as "By 1 bbl. rum"; "By 1 lunch"; "By 3 drinks of old Jamaica," "By 1 doz. candles," etc.

The present house of Gibb & Co. will do no work for tallow candles or tobacco, and can even afford to ignore the tempting offer of "3 drinks of old Jamaica," for their trade is done with Montreal's most fashionable men, and only the best cloths are used in their business, while they have many times surprised customers with the lowness of their price.

THE TRADE IN LADIES' GOODS.

THE trade in various classes of ladies' goods this season promises to be extremely large. We have already spoken in another place of ladies' neckwear. Other classes of ladies' goods are specially prominent, owing to the nature of the present fashions, and to the fact that many makers of novelties are devoting their time to special ideas in connection with the women's trade. Then, again, there is the fact that this is emphatically a season for laces, and a huge business is being done in this line. Then the trimmings are so elaborate that a great many sales are made under this head, and the merchant who does not keep a fully assorted department for the various kinds of ladies' goods, including the staple lines, is likely to miss a profitable trade. The larger wholesale concerns are particularly well supplied in their small wares department as the buyers who visited the millinery openings can testify.

In the ladies' furnishing department of S. Greenshields, Son & Co. there are several special offers to the trade which will be found of extra good value. A new line of 1 and 1 cotton hose, No. HA21, has just been received. These have the double knee and seamless foot, and are very good value to retail at 25c. Another shipment has arrived of the job Swiss handkerchief, put up in cartons of 25-dozen lots. They retail at 2 for 25c. Black cotton hose, No. CF1, with natural wool half-sole, are shown in sizes from 8½ to 10. They make a good leader to retail at 15c. A full range of Swiss flouncings, in 45-inch goods, and 20-inch all-overs is in stock, the latter being very desirable for blouse fronts. Another line that should be noticed is that of the 45-inch cambric flouncings, in six different patterns, to retail at 50c. per yard.

John Macdonald & Company are showing laces in great variety, including vals, torchons, fancy cotton, silks, applique, galloons and all overs, and in embroideries, a great assortment and extraordinary value. Their stock of muslins cannot but interest the keenest buyers; lawns, nainsooks, India linons, linen batistes, lappet and Swiss spots, organdies in white, black and colored. Their stock of famous hosiery is fully assorted, both in cashmere and cotton. Ladies' cotton vests, in all prices and styles; gloves in all sizes and popular makes. Their ready-to-wear department contains a large and extensive range of the following: Ladies' waists in white, black, and fancies; wrappers in dark and light fancies; ladies' two-piece suits in a variety of styles; ladies' and children's whitewear, boys' waists and suits; underskirts in a large assortment of styles; ladies' dress-skirts in lustre, serge, homespun, ladies' cloth, etc.

In fancy neck ribbons The Gault Bros. Co., Limited, have just opened up for the Easter trade a large assortment of plain and fancy lines, which, at a popular price, will be hard to equal. Fancy chiffons and colored silk leno, together with a choice assortment of white and colored pongenettes and organdie muslins, and a large range of silk all-over tucking, with lace insertion, are meeting with ready sales in the smallwares department. A new range of ladies' shirt waists, in the latest designs and patterns, is shown in the ready-made department. Samples have just been sent out of a new and complete range of children's pinafores and ladies' aprons at extra values. There is a rapidly increasing sale for their $500 black sateen skirt, and the new catch stitch $525 pattern. A

large range of new Spring laces has just been put out in the new Irish guipure and escurial variety. They are meeting with a heavy demand abroad, and will be much in evidence for the Spring trade. On account of the extra value in embroidery job lots, which are now in their travellers' hands, the supply of these is becoming exhausted. Dealers who have not seen these loom ends in regulars and seconds, have missed a leader for that department. The travellers are now taking out new samples of dress trimmings in braids, jets and sequins in all the latest novelties, and also a large range of new ruches and cape trimmings, for which the variety in this department is well known by the trade. Samples of new Spring ruffles for neckwear have just come to hand.

The W. R. Brock Co., Limited, Montreal are stocked with all the newest embroidery and lace galloons. Every retailer knows that this is going to be a phenomenal season for organdie muslin and light material costumes, and these are to be trimmed with lace and embroidery. Customers to get delivery of these lines must send their orders in early as there is going to be a scarcity of these goods. They are showing an immense range of all-overs of all kinds of lace, embroidered in black, white and ecru. It will pay merchants to give their representatives on the road a look through these samples. Some high-class muslins are being opened up. People with enterprise to handle good stuff ought to be encouraged.

In the establishment of Phillips & Wrinch, Toronto, there is an attractive range of novelties for ladies' trade. The "Snaffle" (illustrated herewith) has been selling extremely well, and the "Snaffle" buckle, which the firm control for Canada, is being made up into a tasty line of belts for 50c. retailing. The same firm are making a really fine range of folded and tucked belts and beltings. They



The "Snaffle" Buckle.

are turning out large quantities of these goods and have to work overtime in order to keep pace with the orders. They have a special line in tucked satin belts, with a tasty buckle, to retail at 50c. A post card to this house will bring a sample. A large number of hair ornaments have been selling during the past few weeks. Probably the most popular line at present is the "Newport" roll comb. This can be had to retail as low as 10c. One of the neatest things seen in stray-lock retainers is the "Ketchit," a pretty little article, made with a mother-of-pearl ornament, to retail at 15c. It can be procured from this firm.

Attention is directed to beaded chatelaine bags, as advertised by Phillips & Wrinch, Toronto, on page 39. These goods are certainly splendid value. Beaded and leather chatelaine, and wrist bags are all going to have a big run during the coming Spring. See that you have a good range in stock. You will need them. Just as we are going to press, a striking novelty in ladies' belts has appeared—a plaited straw belt. While this may not be as serviceable as leather or fabric, it is certainly a decided innovation, and as a novelty will doubtless have a big run. It really looks very dressy when worn with either a dark or light skirt. The straw belt is made after the style of a harness buckle leather belt, and can be had to retail from 25 to 75c. If the dealer will drop a post card to Phillips & Wrinch, Toronto, they will gladly send samples. In buckles and belt pins, the dip shape probably has "the call" just now, although there are considerable quantities of the regular straight effect selling. In novelties, the "Rosette" is the leader. Some very pretty effects can be produced with this buckle and a small bit of ribbon. Most stores have ends of ribbon, and this is a good way to work them off. If you have not already got them in stock, buy some "Rosette" buckles, have your salesladies make them up with remnants of ribbon, and you will have a good selling novelty to retail at a very low price. Phillips & Wrinch, Toronto, control this article for Canada.

The Wyld Darling Company show three special lines in ladies' white skirts and nightgowns that may be retailed at 75c., $1 and $1.50 each. They are also offering a complete range of all the popular makes of knitted underwear to sell from 25c. to 50c. apiece. This firm's range of hose is the largest and best selected they have ever offered the trade. Special lines in cotton hose are drop-stitched goods, natural-split soles, embroidered and polka dots to sell at 25c. per pair. In lisle thread fancy lace pattern goods will be good sellers for the better trade. These may retail at 50c. a pair. New belts are being shown in elastic, with jet and steel trimmings, by The Wyld-Darling Co. The best selling shapes in patent-leather belts are the "Arabella" and "Duchess," which come in various qualities, to sell at 25 and 50c. apiece. Special lines in fancy-striped laces and colored mohair linings, in a full range of colorings, are being shown in their dress trimmings department for Spring trade.

SITUATION VACANT.

ASSISTANT MANAGER and buyer for dress goods department, must be a thoroughly capable and energetic young man. Apply personally or by letter, correspondence confidential. The Robert Simpson Co., Limited, Toronto, Ont. (3)

THE REVIEW'S DIRECTORY OF AGENTS.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO—and MONTREAL.
Dry Goods Commission Agents.
Representing
Wm. Simpson Sons & Co., Philapelphia, Pa. Prints, Linings and Draperies.
Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear,
D. Sandeman & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS, Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

WANTED.

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

THE C. G. YOUNG CO.
RUBBER STAMPS
AND SUPPLIES
No. 1 Adelaide Street East, - TORONTO

Dress Goods.

Present Conditions Affecting the Trade.

THE dress goods departments of the various wholesale houses are among the busiest spots in the warerooms these days, and the demand for several light materials has not found the jobbers wholly prepared with an abundant stock of them. There is scarcely any doubt but that in a number of lines there will shortly be a scarcity, and it may have a material effect on the trade. Prices, in view of these conditions, are becoming rather firmer. It is impossible, however, to persuade the retail trade that it may be difficult to obtain certain goods in the near future.

The present heavy demand for all sheer goods was not looked for by the manufacturers, and, even now, though it has continued for some time and is apparently to continue throughout the season, they display a hesitancy in manufacturing very large supplies, a fact which keeps the stocks of these goods at about equal to the demand, and not much more.

The retail trade, though, feeling that they can obtain the goods whenever wanted, are making their purchases, as a rule, in small lots, preferring to order little and often than to stock up with a line of goods which in past seasons have shown an inclination to drop from popularity on very short notice, and which may do so again. But there is very little to warrant the belief that this will be the case during the coming season.

In other materials there is an enormous trade doing, and jobbers have noticed that there is a greater disposition on the part of merchants to have a widely assorted stock rather than to order heavily on some lines which were sure of being very popular, and light on the novelties and other fancy lines on which there was more to be risked.

BLACK GOODS IN FAVOR.

All black goods are in big demand. Lustres are ordered in the usual large quantities, and black grenadines are going better than usual. Many new designs are shown in the striped patterns in grenadines, and some lace effects comprise a range of designs from which the trade can have an unusually large choice. The lace patterns, in grenadines, are very well thought of for blouses. Cream, cardinal and navy, in lustres, are among the quick-selling colors of the season, and there is reported to be a scarcity of them at present on the market, but this is not likely to last for very long.

Fancy finettelaines, challies, French muslins, poplins, voiles and creponettes are keeping the jobbers busy just now, the demand for them being, in the majority of cases, in good quantities, and steady.

Slates, in various shades, remain at the head of the list in colors. Fawns are also good, and biscuit colors, which are in a large range of shades, continue to be inquired after. There is a better demand for old rose as the season advances, though it is still only a secondary color as regards popularity. Robin's egg blue is a favored color at present, and besides being frequently seen in plain materials, there are many designs in which it forms the background for red and other colors.

LINEN SHADES

The immense popularity of the new fabric for ladies' costumes, the linen goods, brings into the front rank another color, which is, or should be, the natural color of linen, but which is shown by different wholesalers in as many different shades. These vary from what may almost be called a cream to what is not much different from salmon. Of course, these variations are not linen color, and should be bought by the retail trade with caution.

With the strict linen color in this linen fabric, there is not much chance of going astray. The demand shows a conviction on the part of merchants that this will be a style that will lead through the Summer season, in both waists and whole suits. As a rule, the linen effect is preserved throughout the costume by the use of self-colored trimmings, but several variations, more or less taking, are shown, and might be added to the assortment with advantage. A small amount of white lace, for instance, is seen in one line, and in another, the blouse is edged with red. But whatever be his choice, no merchant's stock for the Summer trade is complete without the addition of something in this style.

SILKS

In silks, moire antiques are among the jobbers' best selling goods. Taffetas, too, show no falling off. They have become a staple, and all qualities and colors are being taken. Blacks are particularly good at present in taffetas, and whites are also in demand. Stocks of tamolines are not any too heavy, and as the prevailing heavy call for them continues, the prices become firmer.

CORONATION COLORS IN EVIDENCE.

The extremely cold weather of the last two weeks, say Bradford advices of February 22 to The Drapers' Record, has had the effect of checking the demand in the home trade for light dress fabrics specially suited to the Summer season, but there has been a better demand for fabrics suitable for early Spring wear, and those with the zibeline and other warm-handling finishes are in specially good demand.

Everything is now either a "Coronation" cloth or a "Coronation" shade, new shades of light crimson and chestnut browns being especially to the fore in the way of colors.

Some manufacturers are now showing their collections prepared for the dress-goods trade for the next Winter season, and, although no striking novelties in this way are yet mentioned, there are some new ranges of Bradford Amazon cloths which show a great advance on any previous productions in this way.

NOTES IN THE TRADE.

The dress goods department of S. Greenshields, Son & Co. shows some handsome lustres in cream, cardinal, and navy, which, as the trade knows, are now very scarce. Black lustres are also in heavy demand. They show the new fabric for ladies' costumes, Shangtung, in the well-liked linen shades, and report an immense sale for it. A great variety of lace patterns in blouse goods is shown, and the trade are rapidly selecting the best designs from them.

John Macdonald & Company's showings in dress goods, etc., are very attractive at present. Novelties in voile taffetas, figured and plain, crepe-de-chene, arolienne cords, grenadines in figures, stripes and checks, both black and colored; de beige, melange, crepe in stripes and plains, melrose crepes and cords, and lindora cords; black silks in peau-de-soie, mervellieux, bengalines, armures, louisines and taffetas; colored silks in Japanese, taffetas, ottoman cords, colored satins and taffetalines; ribbons, velvet, in cotton and satin backs and chiffons; silk and satin ribbons, including novelties and neck ribbons; velveteens—a complete range of the "Imperial" brand, in black and colors.

In silks, The Wyld-Darling Co. are showing peau-de-soie and blacks in a full range of prices retailing out at 85c. per yard and upwards. They have also a range of black satins and taffeta silks that can be retailed for 50c. and upward. They are also showing a very special line of Japan in a full range of colors to retail at 25 and 50c. A very special value is their colored satins to retail at 50 and 75c.. They have also a line of colored taffetas in a full range of all the newest colorings. The retail price for these is 75c.

Brock's Montreal print department reports a big run on their 10-cent cloth, printed largely in silk effects, which they have just passed into stock, ready for the assorting trade.

Honored by His Friends.

ON Friday afternoon, March 7, the members of the wholesale dry goods trade of Montreal met in the rooms of the Montreal Club to present an address to Mr, James Slessor, lately of The W. R. Brock Co., Limited, whose forty-five years spent in the dry goods business of the city, during which he was always one of the foremost in fighting the battles of the trade and endeavoring to bring about better conditions, have made for him a greater number of friends than usually falls to the lot of an active business man.

Those present were Wm. Agnew, John Beattie, C. H. Blackader, John Black, John Baillie, T. O. Bell, R. Brock, A. W. Cochrane, A. C. Cumming, G. L. Cains, F. L. Cains, W. A. Cheesebrough, John Caverhill, Geo. B. Fraser, Donald Fraser, E. C. B. Fetherstonhaugh, W. C. Finley, A. F. Gault, R. L. Gault, Leslie H. Gault, Dr. Gurd, Jas. Gardner, Hugh Glassford, Geo. Hadrill, secretary Board of Trade; R. Henderson, Geo. D. Harper, A. W. D. Howell, Jonathan Hodgson, Wm. Kissock, Jas. Kyle, W. Lesperance, R. M. Liddell, Wm. C. McIntyre, Alex. McFee, president Board of Trade; R. W. Macdougall, A. B. Macpherson, S. C. Matthews, R. B. Morrice, W. J. Morrice, D. Masson, P. P. Martin, D. Morrice, D. Morrice, jr., — Mole, Frank Paul, J. J. Pullock, Jas. Rodger, A. Scott Robertson, Wm. Reid, A. Racine, Geo. D. Ross, Jno. A. Robertson, Geo. Sumner, Duncan Stewart, W. B. Sellar, W. P. Slessor, Ed. Sandreuter, H. L. Smyth, R. N. Smyth, Chas. Smyth, J. R. Smith, Jas. Slessor, jr., A. A. Thibaudeau, W. C. Towers, Walter Wilson, Jas. K. Whyte, W. H. Wyman.

Mr. A. W. D. Howell, president of the Wholesale Dry Goods Association, occupied the chair, and, calling the meeting to order, spoke as follows:

REMARKS BY THE PRESIDENT.

Mr. A. W. D. Howell said: "This is a very busy time in a busy season and it gives added pleasure to our gathering here to have so many busy men with us. We meet to do honor to ourselves by remembering one to whom honor is due.

"I speak now on behalf of the Wholesale Dry Goods Association of the Board of Trade, of which Association I have the honor to be president. It was at our regular monthly meeting held in January that the announcement was made that Mr. Jas. Slessor purposed withdrawing from the business with which he had been associated for so many years—nay, more, we are told that at the annual meeting of his company, held three or four days previously in Toronto, he had resigned. To the members of the Association the news came as a shock. We are so accustomed to have Mr. Slessor with us on all occasions of importance—so accustomed to listen to him and have his advice, that when I say the announcement came as a shock, that word hardly expresses our feelings, it was more like the quick severing of a close family tie. Mr. Slessor was one of the Association's first members; he had filled, I think, at various times every office in the gift of the Association, and I can conscientiously say that I never heard a murmur from any member as to the manner in which the duties appertaining to the different offices had been filled by Mr. Slessor. After discussion and expressions of regret from our members, it was resolved that it was due to Mr. Slessor that we should recognize and publicly thank him for the valued help he had for many years so generously given. Later on it was decided that an illuminated address would perhaps be the best form in which to convey to him our hearty appreciation of the many services rendered.

"Before I read the address I am sure you will be pleased to hear from two or three of Mr. Slessor's life-long friends who are with us."

Mr. A. F. Gault followed with a few remarks, in which he regretted that Mr. Slessor was leaving the trade, for he had been one of its most valued members. He had known him for many years, both as a business man and socially, and had found him always willing to perform his part in any movement for the advancement of the trade.

Messrs. Geo. Sumner, of Hodgson, Sumner & Co.; Hon. Senator Thibaudeau, of Thibaudeau Bros. & Co.; Geo. B. Fraser, of S. Greenshields, Son & Co.; Col. Sellar and R. N. Smyth each spoke briefly, referring in terms of the warmest admiration for Mr. Slessor's many business and social qualities.

The following address was then read by Mr. Howell:

JAMES SLESSOR, ESQ.:

Dear, Mr. Slessor,—After many years of close friendship and intimate business relations with you, we learn with very great regret of your intention to retire from active business affairs.

We desire to express our appreciation and admiration of your long, honorable and successful career amongst us.

By your ability and energy you rose to the position of senior member of the firm into whose employment you entered when a young man. By that same energy and ability you became one of the most highly esteemed, prominent and popular of the merchants of Montreal.

We wish to place on record our cordial recognition of the public services you have rendered as president of the Wholesale Dry Goods Association, as a member of the Council of the Board of Trade, as well as in many other important positions.

We gladly avail ourselves of this opportunity to thank you for the time so cheerfully given, and the keen interest taken in all that helped to further the interests of the trade, not only in the city of Montreal, but throughout the Dominion of Canada.

Your genial disposition has endeared you to us all, and we shall greatly miss your wise counsel, friendly advice and kindly presence.

We unite in wishing you a long life in which to enjoy a well-earned rest. We assure you of our continued interest in your welfare, and we pray that you may be enabled in comfort and happiness to crown

"A youth of labor with an age of ease."

Believe us to be, dear Mr. Slessor,

With kindest regards, yours very sincerely,

S. Greenshields, Son & Co.,	Mark Fisher, Sons & Co.,
The Gault Brothers Co., Limited,	Brophy, Cains & Co.,
McIntyre, Son & Co.,	Kyle, Cheesbrough & Co.,
Matthews, Towers & Co.,	Hodgson, Sumner & Co.,
Alphonse Racine & Co.,	Liddell, Lesperance & Co.,
P. P. Martin & Co.,	D. Morrice, Sons & Co.,
Colonial Bleaching & Printing Co.,	H. L. Smyth & Co.,
Finley, Smith & Co.,	William Agnew & Co.,
Duncan Bell,	Glassford Bros. & Pollock,
Stevenson, Blackader & Co.,	Caverhill & Kissock,
Montreal Cotton Co.,	Dominion Cotton Mills Co.,
Merchants Cotton Co.,	Canadian Colored Cotton M. Co.,
R. Henderson & Co.,	Belding, Paul & Co., Limited,
Geo. D. Ross & Co.,	William B Sellar,
John Black,	The Dominion Oilcloth Co. Ltd.
Donald Fraser,	The Central Agency, Limited,
A. B. Macpherson,	The Canadian Spool Cotton Co.
Corticelli Silk Co., Limited.	

The address was a beautiful piece of work. The text in the address was done by pen, the rest altogether by brush, the illuminating being very artistically executed. A water color portrait of Mr. Slessor, which was included at the top of

the address, was remarkable for its splendid likeness to the original.

Mr. Slessor then rose amid hearty cheers and the singing of "He's a Jolly Good Fellow," and thanked the company heartily for the kind things said of him. When he first heard that an address was to be presented to him he had thought it a joke, for he was not aware of anything he had done to deserve such a token of esteem. "The address will look well hung up on the wall, and it will be a sort of certificate of my character for future generations." In reviewing his business experiences and connections, Mr. Slessor stated that he had commenced the drapers' trade in the Old Country in 1850 in the present month. In March, 1857, he came to Canada, the voyage then occupying 40 days, from March 7 to April 15. He had been in business in Montreal ever since, being first in the retail trade with John Aiken & Co. for two years; then a year with Henry Morgan and then with James Johnston & Co. In his business career he had had occasion to cross the Atlantic 137 times. Now that he had retired from business, it did not necessarily mean that he would not cross the ocean again. In fact, if any of the gentlemen present wanted a reliable buyer there, he would be glad to go again. (Laughter). He was surprised to see the number present; he didn't know there were so many dry-goodsmen in Montreal.

Mr. R. N. Smyth :—"They crop up everywhere."

Mr. Slessor :—"Yes, especially agents." Whereat there was mirth at the expense of Mr. Smyth, who is an agent.

Mr. Slessor concluded by expressing his thanks again to his former business associates for the honor done him.

Then followed remarks by Messrs. A. McFee, president of the Board of Trade; Wm. Reid, of an old firm, Longsdale, Reid & Co.; E. Sandreuter, the Swiss vice-consul; R. W. Macdougall, Donald Fraser, John Baillie and Geo. D. Harper.

The meeting broke up with "God Save the King," and "For Auld Lang Syne," but not before a vote of thanks had been tendered to the chairman, Mr. Howell.

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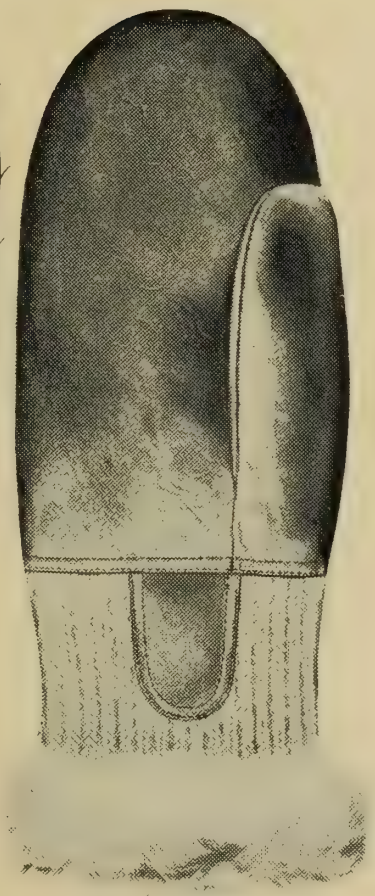
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VOL XII. MONTREAL AND TORONTO, APRIL, 1902. No. 4

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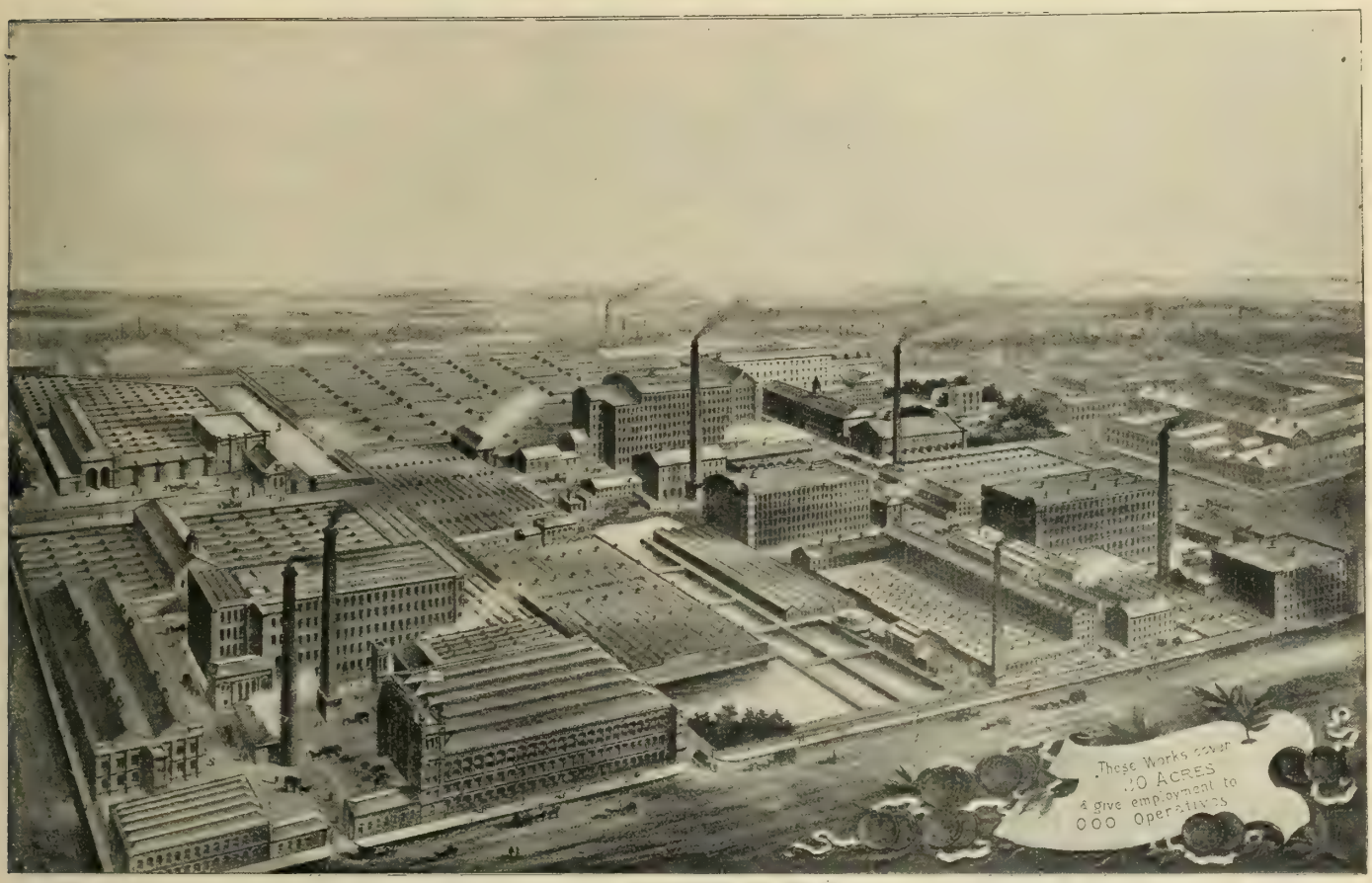
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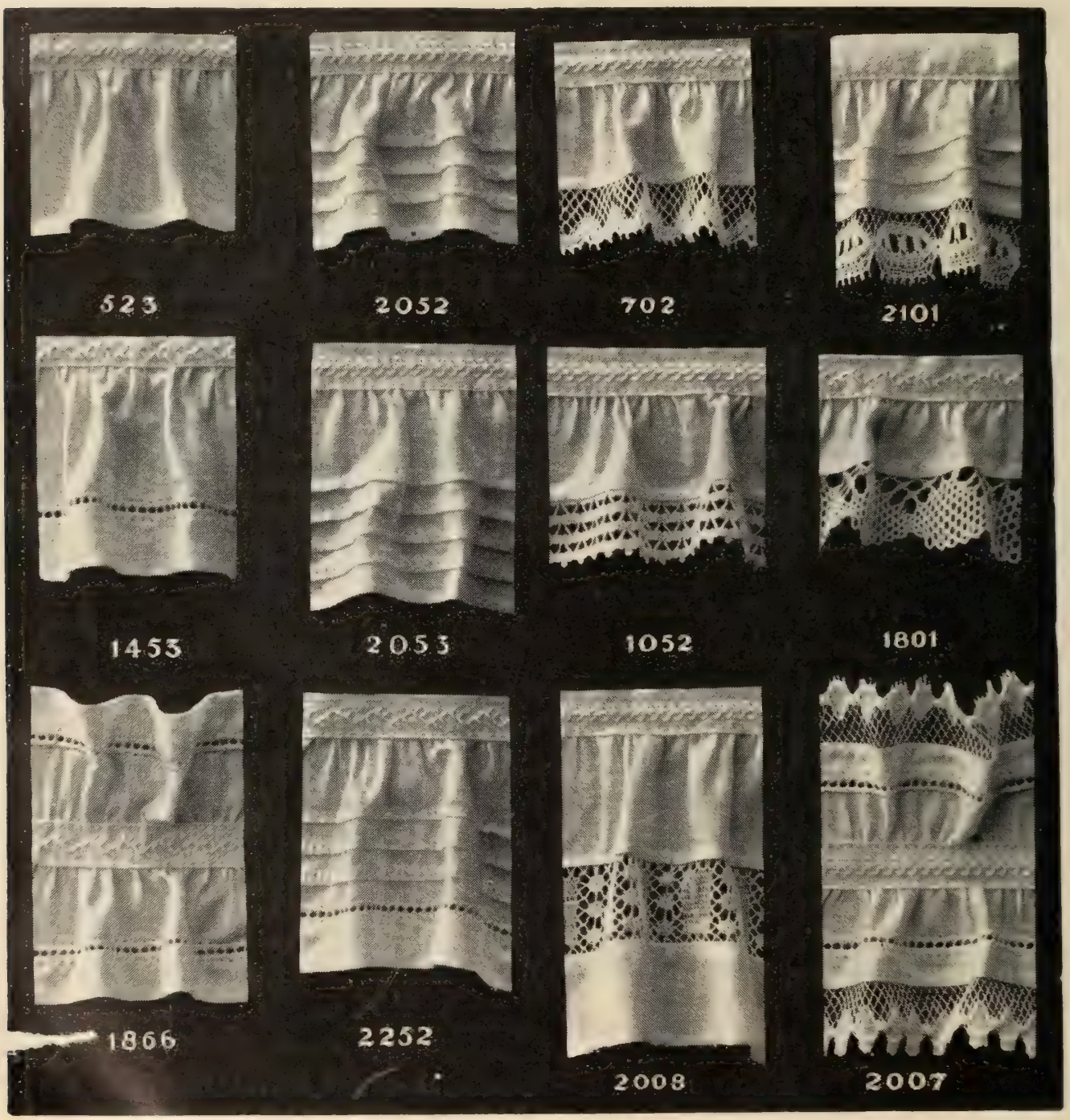
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A clearing lot of 32-inch American Prints, extra fine heavy cloth, beautiful designs, equal to the finest French printing, all this season's goods, in French Grey, Linen effects, Old Rose, Sky, Pink, New Green, Red, Bluette, Helio, Purple, Navy, Black and Slate grounds, which can be retailed at 12½c., worth 20c.

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THE CANADIAN DRY GOODS REVIEW

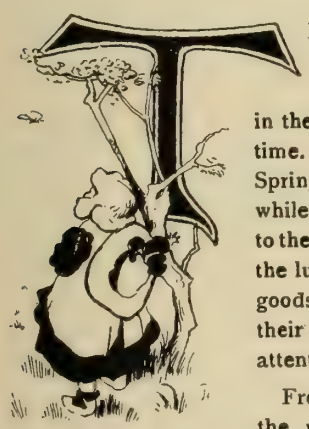
VOL. XII. MONTREAL AND TORONTO, APRIL, 1902. No. 4.

Our New York Dry Goods Letter.

Big Easter Trade Done—Cotton Prices Mounting Up—Velvet Ribbons Continue Active—A Note About Mercerized Cheviots—Piques to the Front—Linens Leading in Materials—Lace Freely Used—New Fashions in Neckwear and Trimmings—The English Turban in Millinery, and Other Late Ideas.

From Our Own Correspondent.

New York, March 29, 1902.



THAT the goddess of prosperity has not ceased to smile is nowhere more apparent than in the dry goods field at the present time. This has been a remarkable Spring season in many ways, and while the greatest benefit has accrued to the manufacturers of what is usually the luxurious end of the line, staple goods and staple fabrics have had their share of both profit and attention.

From every section of the country the reports are all one way—more goods are wanted, and are wanted more urgently than in any recent season. The presence of many buyers in the market, even up to the last few days before Easter, was another evidence of the urgent demand for more stuff, and everything that was at all desirable was snapped up, and the express service was not fast enough. Whether this remarkable activity will continue for the balance of the season, or whether the bulk of the season's business has been crowded into the period before Easter, remains to be seen.

The medium lightweight fabrics have had the strongest call for immediate delivery, and the market has absorbed practically all the lightweight cloths as quickly as they have come from the mills. April and May deliveries of most lines of white goods were closed some time ago, and some classes of fabrics are not to be had at all from first hands.

IS 10 CENT COTTON AT HAND?

The cotton market has steadily improved in tone and advances in price were made in both raw and finished product. The raw cotton market was under speculative influence, and while most of the advance did not extend far beyond the exchanges, spinners were compelled to join in with the speculative crowd and secure their supplies at higher figures. The cotton situation is still as acute as it was earlier in the season, and predictions of ten cents a pound before the new crops come in are made by close observers who usually gauge correctly the needs and requirements as against the supply. The material for the present demands of the spinners was, in most instances, secured in the Southern markets at much lower figures, and the full effect of the recent advance will not make itself felt for some time. The indications, therefore, point to higher prices unless something entirely foreign should intervene to upset calculations.

COTTON FABRICS HIGHER.

Print cloths are now quoted at 3 5-16c. in Fall River, but the supply is by no means adequate and higher prices are looked for. Threatened labor troubles have been fortunately averted through the concessions granted by the mills in the principal manufacturing district, but the general period of Spring strikes has not yet been passed, and many of the smaller mills find it practically impossible to advance wages and make a profit, owing to scant supplies of raw material at the old prices. That the price of calicoes has not been advanced in proportion is an anomaly of the situation.

THE SILK MARKET.

The silk field is fairly active, considering that it is practically between seasons. Shantungs and pongees are having a phenomenal run, while printed liberty silks are a close second. Fancy silks have been adopted for high-grade costumes by the cutting-up trade, and appear in garments costing from $40 up (wholesale). Foulards are in moderate demand for the popular trade, but there is no particular activity either one way or the other. Grenadines hold their own and silk nets are as good property as ever. Velvets are quiet, and, while large importations for Fall have been booked, there is still some

uncertainty as to the future of prices. There is no let-up in the demand for velvet ribbons both for belts and trimmings.

MERCERIZED CHEVIOT POPULAR.

In white goods mercerized effects continue to be the most prominent. Mercerized cheviot is the latest popular favorite, and has found a ready market for shirt waists. Madras for immediate demand, in plain and Jacquard weaves, is in good request.

PIQUE WAISTS REVIVING.

In the shirt-waist field the Gibson effect is having it all its own way, and duplicate orders indicate a continued popularity for these models. Piques are being revived, and are also finding favor made up as Norfolk jackets. White is still the favored color. A great many waists with elbow sleeves, trimmed with one or more ruffles, have been sold to the retail trade. Japanese silk is again extensively used by waist-makers, though the material is lower in price than last year.

MATERIALS IN FAVOR.

For suits and skirts, etamine is far and away the leading material in black and several shades of blue. Linens look like the leaders of the future and the regular run on crashes is anticipated. Taffeta and moire Etons, mostly with pointed fronts, finished with stitching and trimmed with straps of self-material and peau de soie, in white and black effects, are popular for the medium class of trade. There is a lingering demand for silk raglans, but that style has practically run its course for the season at least. The early indications of the popularity of mohair have been verified and the material is very scarce in the market. Medium-weight broadcloths are still selling well in the Northwest, but the light fabrics have displaced them in other sections.

THE SKIRT STYLES.

The drop skirt fad has reached very large proportions and promises to be a feature of the early Fall models as well. Unlined skirts are selling well, especially in cheviots and wool crashes. Early deliveries of shirt-waist suits have been absorbed and new orders are already in evidence.

THE WHITE PETTICOAT.

As a result of the great popularity of sheer materials for outside skirts, the white petticoat is also in the run. Flounced models are favored and touches of colored embroidery are noted on some of the higher-priced garments. Deep multiple ruffles of lace appear on many models for the exclusives. Black and white taffetas in narrow stripes have been liberally ordered. The demand for mercerized sateens is not as strong as it has been.

WOMEN'S NECKWEAR.

In women's neckwear there has been a good demand for grass linen ties trimmed with taffeta, in all light shades. They retail at from 50c. to $2 each. "Briar" stitching and hem-stitching effects are the most popular.

Dainty jube ruchings for Summer dresses, robes and ruffles and flounces of various descriptions are favorites. There has been a good sale for embroidered chiffons and muslins by the yard for Summer costumes in the finer grades.

Pompadour shadings, pink and green, are all the rage and appear in many forms embroidered on waist patterns and ties. The popularity of the ruff has not declined. Black, black grounds with white and white grounds with black predominate. Chiffons, liberty silks, malines and a few mousseline de soies are represented in the prominent materials.

TRIMMINGS.

The principal trimmings are jube edgings and ribbons, both narrow and wide. There is a great variety in lengths. Fancy boas with roses continue to be popular, and Easter lilies are pressed into service with striking results.

COLLARS.

Turn-over collars and collarettes are still popular, but only in the cheap grades. A recent innovation in that line is a collar with an ecru line appliqued with small laces, figures in self color. Combination automobile ties with turn-over collars are in good demand. Plaited fronts are also favored, especially with little black cords running with the plaits.

BELTING, BELTS AND BUCKLES.

In fabric belting the favored material is satin. Some are plain, others stitched in various ways, briar effects, hem-stitching, tucks and cords. For mourning wear, taffeta is favored. While the demand for made-up belts is unusually large, there is a pronounced disposition on the part of many women to buy the belting and buckles and put them together themselves. The range of styles in buckles is very wide and includes Persian effects, gold and silver, French grey, oxidized and steel.

THE RIBBON TRADE.

The demand for ribbons has been considerable, especially in high-grade fancies. The main purchases comprised medium and lightweight soft goods, satin taffetas, chiffons and taffeta chiffons, louisines and in general weaves with satin surfaces. The increased use of ribbons in millinery is also responsible for the slow deliveries that are the rule in that industry.

MILLINERY.

In the millinery field there is for the moment more activity in the retail end than in the wholesale. The "openings" in the specialty millinery stores were particularly successful, but the sales represented more of the imported models and copies of them than the strictly American production.

A feature of the later demand is a movement in favor of the English walking turban which has sprung into instant popularity. This is a radical departure from the large hats that have had the call.

WILL TURBANS OUST LARGE HATS?

It is looked upon as an early indication of the direction of the Fall demand and a return to classes of trimmings that have been neglected.

The profuse use of pearls and pearl beads is still noticeable in the higher-class millinery. A very popular model has a crown made entirely of pearl beads and the rest of the hat draped with chiffon.

WHITE HATS FOR SUMMER.

While black and white effects predominated in the early demand, white alone is coming more to the foreground, especially for the distinctively Summer styles. Outing hats of white braid with quills; in these styles the large round shape is favored, with plain brim slightly curved at the edge with medium crown.

In tailored hats the tendency to favor the matching of hat and costume is noticeable, and a revival of this custom is looked for. Walking hats trimmed with loops of straw and loops of velvet are the forerunners of the sailors, which promise to be as popular as ever.

WM. J. BRANDT.

Ladies' Neckwear.

THE CANADIAN TRADE.

THE handsome ruffs that during the Easter season have been received with such favor by the trade and the public are but forerunners of the variety of beautiful and novel ideas in ladies' neckwear that can be offered to customers during the coming Summer season. These ruffs deserve no particular popularity as regards their usefulness, but as an ornament to the dress they are certainly very effective. Black has been by a good deal the prominent color. Several mixtures, black with grey or white edgings or black with heliotrope edgings were well liked. The latter combination resulted in an effect at once beautiful and very appropriate for the season. White, dove grey and light blue ruffs were also in favor. The demand for these will probably last through the current month, but with the approach of warmer weather they will be forced to give way to other forms of neck adornment, which, though not more beautiful, are more suitable for Summer wear, as they are less elaborate and much handier.

The stock is very likely to attain a popularity during the Summer of 1902 that was never approached before. There are several reasons for this, not the least being that besides its acknowledged comfort, far greater than any stiff collar could possibly possess, there are such a variety of pretty effects and patterns that everyone can find something just to her taste.

Embroidered turn-over collars must be given a prominent place in every up-to-date retail stock. As a general thing several colors are found in the embroidered goods. Pale and navy blue, pink, white, yellow, red and black are all in demand. The number and beauty of the designs compel admiration.

Long scarves, to be tied as Ascots after circling the neck twice, are among the prettiest of the season's offerings in neckwear. A late variety of this in diaphanous silk is made in pink and linen colored strips alternating. The collar is of solid pink, the ends and edges of white. White scarves with black stitching and black with white stitching are in demand.

Several effects in light shaded collars with chiffon ends, which are tied in bows, or made up into pom-poms in front, have taken the trade's fancy and are moving out well. The made up collars include one style with a belt buckle in front. With this, cuffs and belts to match are shown, and these sets may be an important feature of the trade later on.

For wearing with white starched collars the shield derby is a leader. The ties are all made up in satin, the very brightest colors being used. Of course, the hand-tied derby and other forms of men's neckwear are in demand for this trade as they always are.

WHAT IS SAID IN NEW YORK.

Says The Economist: "The matched set idea is one that is continually gaining prominence in the neckwear field, and is worthy the most careful consideration. Sets are shown consisting of collar, cuffs—embroidered in the same manner as the collar—and belt of a similar nature, all three made on the same order. The collar and cuffs, and the collar, cuffs and belt idea, are almost invariably of wash material, and on these styles we have dilated on previous occasions. They are holding their own wonderfully and are increasing in popularity.

"One of the latest forms to be brought out is a stock collar arrangement of white pique, with a colored portion attached. This colored portion covers the lower part of the stock and is of a coarse weave cloth material in bright colors. It fastens together in front by means of a buckle, usually gilt, and the end then tied in a peculiar bow.

"The tie itself is striking in the extreme, but the thing that forces it particularly on our attention is the fact that it is accompanied by a belt, exactly the same in construction and material as the lower part of the stock. The whole affair is most effective and one of the most novel ideas on the market. The stock collars that were shown last year, with a little gilt buckle in the front and with both ends protruding out of this buckle in the same way, are shown again this year, the difference being that the new styles are more fancifully adorned, and are, as a rule, embroidered with silk spots or other ideas on this order. The stock is most effective, is very much like that of last year, and probably will enjoy the same success this season in its new form.

"All kinds of stocks will be very much worn during the coming season. The stock is to be a most popular article for wear for men and it is taken up considerably for women also. In many cases there is practically no difference between the men's and women's styles, with the exception of the fact that the men's have usually a little larger-sized neckband."

IN NEW QUARTERS.

Owing to the increase in his business, Mr. M. Markus, who for the past nine years has been located at 30 Hospital street, Montreal, has been compelled to move into larger premises, and has built a new warehouse and factory at 6 Lemoine street. Mr. Markus deserves congratulations, for he has worked up from a small office in the old building until the business required the use of the greater part of it, and now must be removed to a new place. The principal lines carried are foreign dry goods and tailors' trimmings, such as silks, velvets, linings, etc. A visit to the new building will be profitable to customers. There are four floors, including the basement, which is used as a stock and shipping room. The private and general offices and dry goods stock and samples occupy the ground floor. The umbrellas are displayed on the first floor, and the second is used as a factory, while at the rear of it are stocked the raw materials for umbrellas. The building is most complete throughout, the latest fittings, heating and lighting apparatus being used, while the shelves and woodwork about the place are very tasteful. The machines, which are run by electricity, are all new and of the most approved model.

The American Import Co., who occupy a large warehouse of four flats on St. Paul street, Montreal, are showing a large collection of imported goods such as woollens, hosiery, dry goods, underwear, collars, shirts, cuffs, and also such lines as jewellery, perfume, etc. Dealers desirous of picking up some excellent bargains in these lines cannot do better than to place themselves in communication with this firm. They claim that an examination of their lines will demonstrate their ability to make right prices and supply the right goods.

Millinery Openings in The West.

From Our Own Correspondent.

Winnipeg, March 25, 1902.



N DRY GOODS there is not much in the way of news to report. Travellers are out with Fall samples and the sorting trade is not yet on. All wholesale houses are busy getting forward Spring shipments, and trade is in a healthy and satisfactory condition.

Millinery openings have been the order of the day. The only wholesale opening was that of The D. McCall Co., and as usual it was very largely attended, some 40 milliners from outside points, some from as far west as Fernie, B.C., coming in to attend it. The display of this company grows larger and better from season to season, and the stock this Spring was the best yet shown.

OUTING HATS IN THE WEST.

The collection of outing, ready-to-wear and semi dress hats was very large and extremely well assorted. This house does an enormous business in the farther West where hats of this stamp lend themselves effectively to the needs of the women, who, riding, wheeling, or driving long distances, must have hats that are able to stand sun and wind without losing their fresh and neat appearance. Many of the outing hats this season are dressy enough for any ordinary occasion, and at the same time will stand considerable hard wear. A style which is proving very popular is the roll brim turban with scarf of Paisley silk or pompoms of gophered Arab grass cloth.

The leading color is Arab or Paris, or, speaking generally, all shades of unbleached linen color, and with this, black, black and white, sea blue, maize, pouciana (red) and reseda (green) are all good as well as many of the more delicate shades of shell pink. In flowers, roses lead and marguerites, and all kinds of fruit and foliage are popular—white foliage being the latest novelty. In straw braids, crysanthemum was the newest and most popular.

PATTERNS ON VIEW.

The display of patterns was large and very well selected. This was proved to a demonstration, as by the end of the third day all that were left could have been packed into one bandbox. Among especially pretty hats was one, which, by the way, has gone to adorn the head of a charming bride at Fernie, B.C. It was a fancy white leghorn flop, with crown removed, laid over a frame of shirred chiffon. The double brim and crown of chiffon had a novel effect. Between the brims a coil of white liberty satin nestled, caught at the point of the flare into a large bow fastened with a cabuchon of pearls, over this is draped a full scarf of white chiffon with richly embroidered edge, the ends drooped over the hair in the approved style, while the crown decorations are rosettes of the ribbon and demi-plume falling to the right side.

Another very modish hat was a turban in Arab shades. The flat crown, entirely of silk roses, extended over the brim at the back. The facing was of closely laid frills of chiffon with iridescent tubular edge, the decorations an exquisitely folded scarf of chiffon edged with an applique of Irish point in Paris shades. This scarf is drawn to the back and fastened on either side with cabuchons, the ends falling over the hair.

The display of handsome black hats was very large, and, as is usual, they were the first patterns bought up. Mr. White, the manager, and his assistants are now west on a sorting trip.

RETAIL OPENINGS

The weather was so fine and warm in the middle of March, and Easter coming early, retail houses opened fully ten days ahead of last season, and though one big blizzard did come to discourage the shoppers, it apparently had little effect, as all the houses have done an exceptionally good business, and the classes of hats sold have been more expensive than for many seasons.

More attention was also given to window decoration, appropriate to the season. In this matter the palm was easily given to the Imperial Dry Goods Company. A cut of their window will appear in this issue. This company, though one of the newest in Winnipeg, is fast coming to the front in many departments, and though it is just a year since they went into millinery, they are carrying one of the largest and best-assorted stocks in the city. Miss L. Baldwin, who has charge of their showroom, is an exceptionally good buyer and has the eye of an artist for form and color. This season she is assisted by having in charge of the workroom Miss Ethel B. Jones, formerly of The John D. Ivey Co., Toronto.

PRETTY HATS SHOWN.

Among the hundreds of pretty hats at this opening there is only space to mention two. These were not by any means the most expensive, but for individual style caught the eye of your correspondent. They were a tricorne shape, the crown and brim made entirely of beech leaves in the loveliest Autumn tints. The brim facing was of French roses, veiled with golden-brown mechlin, and a large gold and pearl ornament set off the centre front.

The other, a Spanish turban. Edelweiss is one of the most popular flowers in Paris this season, so much so that difficulty has been found in meeting the demand. These children of the snow were effectively shown on a frame covered with Irish point, the coldness of the Edelweiss being most effectively relieved by bunches of rich red currants. The other decorations of the hat were loops of black velvet over the hair, with ropes of pearls.

THE HUDSON'S BAY COMPANY.

The Hudson's Bay Company had a fine opening. Miss Rogers has been in charge for some years and caters successfully to a very large south-end trade. Among the pretty hats here noted was a "misses" that at once reminded one of

Novelties and Warm Weather Goods.

New Lines in Fancy Printed Muslins,
Printed Cashmeres for Blouses,
And Silk-Finished Novelties.

Our representatives will have samples of the above the first week in April.

Plain Linen Organdys and Batistes,
Fancy Printed Piques,
Plain Chambrays Silk finished,
Ginghams—Checked, Striped and Plain,
Also Apron Linens Colored Borders.

LININGS.

**Black and Colored Satanas, Richesse Taffettas,
The Radiant Mercerised Moire, for Underskirts, Waists and Linings.
Write us for samples of English Linenettes, Percalines and Soiette Linings; also American Lustrine Skirt Linings, to retail from 10 to 35c.**

Have you seen the "ANCHOR" Waist Lengthener?
Sells on sight. **WE HAVE IT.**

**New ranges of Latest Novelties in Ladies' Leather Bags
to be retailed from 20c. to $1.25 each.**

Our travellers are now carrying a full line of Men's and Ladies' Underwear. Although we bought heavily we shall no doubt soon be sold up on some lines, and as we positively cannot repeat at same prices we must urge our friends to buy early in staple lines—the mills are advancing prices.

BROPHY, CAINS & CO.

MONTREAL.

dear, sweet dimpling Dolly Varden by a hat of pink and white mohair braid, the outer brim wreathed with June roses and the dip to the hair at the back caught with knots of black velvet and a coquettish bow of the same under the brim. Dicken's Dolly never wore anything more bewitching. Another most beautiful hat was a "Marie Antoinette," made entirely of tubular rolls of mechlin and mohair with underfacing of white tulle caught to place by diamond jets. The only trimming on this hat was a soft fluffy black plume held in place by cut jet cabuchons connected by strands of cut jet beads. And yet another, a "Coronation" hat, in white tulle with white plumes, pearls and touches of coronation crimson velvet, was certainly a hat for a princess to desire.

E. B. NASH & CO.

This store has a new milliner this season in the person of Miss M. P. McKenny, formerly of Toronto, who has already won a place for herself among city milliners by the good taste of her stock and an eye for becoming shapes. At this opening one of the prettiest hats shown was a misses' flop of mohair lace braid, a band of cherry velvet run through the openwork brim was tied in a large bow on the edge of the brim in front, while streamers of the same velvet were twined around the crown and fell over the hair at the back. The brim was slightly tilted from the face with a rosette of the velvet. A charming hat for some dark-eyed gypsy of 14.

Another dainty hat was a capeline of Tuscan satin braid with under or second brim of daintily shirred pumpkin chiffon. The decorations were velvet cowslips shading from pale yellow to deep reddish brown and a scarf of Irish point in Tuscan shades, the lace arranged to fall in the graceful curtain drape over the hair.

GEO. CRAIG & CO.

George Craig & Co. had a good window display and very effective drapings in their showroom. Among their prettiest hats was noted a handsome black Gainsborough showing facing of folded chiffon and drapes of Arab lace and large Alsatian bow on crown, and a very pretty shepherdess with folded brim of pumpkin maline, a shaving straw crown of the same shade and a brim drape of yellow cowslips veiled in rich black Chantilly lace.

The houses which carry nothing but millinery, such as Turner & Co., Miss Bain and Mrs. Johnson, all had fine stocks and well dressed windows. E. C. H.

Retail Merchants and their Insurance Policies.

Some Practical Suggestions.

THE BOARD OF TRADE OF THE CITY OF TORONTO

Wholesale Dry Goods Section.

Secretary's Office,
Toronto, April 4, 1902.

RE FIRE INSURANCE.

DEAR SIR,—In view of the many total and partial losses sustained by merchants who, through overconfidence or lack of knowledge, violate conditions embodied in their fire insurance policies, the wholesale dry goods section of the Toronto Board of Trade has instructed the undersigned to issue this circular:

Read your policies carefully and see that you comply rigidly with every condition therein contained. The statutory conditions are alike in all policies. The variations, which are printed in red, are not always alike.

See that all the facts material to the risk in connection with your insurance are honestly and truly stated. The insurance agent is regarded in law as the "agent of the insured" and not "that of the company," and the agent being aware of existing conditions does not remedy defects of this nature.

It is of vital importance that policies covering the same stock should be exactly alike in all essential particulars. I would suggest that each merchant have a form specially printed, which accurately describes his premises and fully covers his stock.

I enclose two such forms of specification. One applicable to the stock of a general store, the other to a dry goods stock. These forms are comprehensive and are accepted by the majority of the insurance companies.

In using such a form, it must be fully incorporated in the policy to which it is attached. Hence, the final clause is important: "Attached to and forming part of policy No. — (here insert the number of the policy) in the (here insert the name of the company)," and have this signed by the duly authorized agent of the company.

The concession as to "Further concurrent insurance without notice" is one worth striving for. But if this cannot be obtained, change this clause to read "Total concurrent insurance to the amount of $..... permitted without notice." The total insurance should be not less than 80 per cent. of the value of stock when at its highest point.

If a detailed statement of other concurrent insurance is embodied in each policy (names of companies and amount of insurance carried by each), this statement must be absolutely correct. No policy may be discontinued, or other insurance effected without notice being sent to all the companies interested, and the wording of every policy being changed accordingly.

Some policies are drawn subject to application signed by the insured. This application may have been made some years ago when the stock insured was much smaller than it is to day; yet, it placed a limit on the amount of insurance to be carried, and insuring beyond this amount vitiates such policies. The system in vogue in the United States of writing new policies every year, instead of issuing renewal receipts, would appear to possess advantages.

Change of ownership cancels insurance, unless the insurance companies agree to the transfer. Notify companies immediately by registered letter of any transfer of stock or change in style of firm name. If goods are moved from one

building to another, the consent of the insurances companies must be obtained, otherwise the insurance is worthless. If alterations or repairs are being made to the building you occupy, get the consent of the insurance companies in writing, otherwise you invalidate your insurance while such alterations or repairs are in progress.

All notices should be by registered letter, addressed to the head office in Canada of each company interested.

Coal oil in excess of five gallons is not allowed in the building containing your insured goods, unless by permission of the companies in writing. (See special clause in statutory conditions relating to benzine, gunpowder, etc.)

Any variation in the printed conditions must be embodied in the policy. Verbal arrangements are worthless, and it is debatable whether a letter signed by an agent binds the company or companies he represents.

Some merchants depend upon agents notifying them when insurance expires. The due-dates of renewal premiums should be so noted that by no possibility could they be overlooked.

If an insurance company for any reason wishes to cancel their risk on your stock, the law allows you a reasonable time to re-insure, and you can claim five days after notification for this purpose.

Always seek the best and most reliable companies in which to place your insurance. Merchants buy insurance as they buy nothing else, frequently giving a line to an agent with whom it is well to be on good terms or who, for business or personal reasons, they wish to favor.

PROCEDURE AFTER FIRE.

Should you unfortunately have your stock or premises destroyed or injured by fire, or its resultants, viz., damaged by smoke or water, make no admissions, sign no papers, nor enter into any arrangements with any person claiming to represent the companies, but endeavor at once to obtain someone who is qualified to act for you in adjusting your loss and place your affairs entirely in his hands.

Merchants desiring further information on this important subject are requested to communicate with the undersigned, who will gladly answer all inquiries.

Yours truly,

PAUL JARVIS, Secretary.

CLAUSES TO BE INSERTED IN POLICIES.

On the ordinary stock of a general country store while contained in (here description of premises containing your stock).

Further concurrent insurance permitted without notice until demanded.

Attached to and forming part of Policy No..... in the.....Fire Insurance Company.

Signed.....

(This must be signed by insurance agent and blank properly filled.)

On general stock of dry goods, men's furnishings, clothing, mantles, millinery, fancy goods, and any class of goods not more hazardous while contained in (here description of premises containing insured goods).

Further concurrent insurance permitted without notice until demanded.

Attached to and forming part of Policy No..... in the.....Fire Insurance Company.

Signed.....

(This must be signed by insurance agent and blank properly filled.)

Note.—Furs would require the highest rate and should not be included with the general stock. It is better to pay specifically thereon.

A FULL LINE

OF EVERYTHING WE CARRY IN

LACE CURTAINS AND PARASOLS

CAN BE SEEN AT OUR WAREHOUSE THIS MONTH.

WE QUOTE A FEW OF OUR BEST SELLING NUMBERS.

LACE CURTAINS:

No. 700—2¼ Yards	per pair	$ .25
No. 702—2¼ "	"	.37½
No. 706—3 "	"	.55
No. 710—3½ "	"	.75
No. 716—3½ "	"	.87½
No. 720—3½ "	"	1.15
No. 726—3½ "	"	1.75
No. 730—3½ "	"	2.25

PARASOLS:

	At Per Doz.
Children's Fancy	$2.40 and 3.50
Ladies' Black, No. 200	4.50
Ladies' " No. 202, Ivory Handles	7.20
Ladies' " No. 205, Silver Mounted Handles	9.00
Ladies' " No. 214, Pearletta Handles	12.00
Ladies' " No. 215, Celluloid "	17.00
Ladies' " No. 211, Pearl "	27.00

For quick despatch, try our Letter Order Department with your sorting orders.

KNOX, MORGAN & CO.

WHOLESASE DRY GOODS, HAMILTON

A NEW FIRM.

A NEW ladies' clothing firm, which commenced business a few weeks ago in Montreal, promises to soon take an important place among manufacturers of ladies' cloaks, suits and separate skirts. This is the firm of The Boas-Felsen Co., whose factory and warehouse at 40 St. Antoine street is already a busy place. Though they have started in a little late for Fall business, yet there is an advantage in this, for the recent changes made in the fashions are all incorporated into their garments, the styles being designed after the best American patterns. Cheap, medium and high-priced garments are to be made, though it will be the firm's aim to make their trade in the finest goods of special importance. Another point not to be overlooked is that they have refused to turn out any of the very cheaply made stuff. Their lowest priced lines are all well made, and though there is less profit in this for the firm, they rightly believe that the reputation thus acquired will benefit them in the end. Some of the most skilled operators to be had on the market have been engaged, and with their new and most up-to-date machines, there is little doubt as to the high quality of garments to be manufactured.

The personnel of the new firm includes Mr. A. B. Boas and Mr. M. Felsen. The former is the son of Mr. B. A. Boas, of B. A. Boas & Co., one of the first firms in Canada to import cloaks. He learned the business in his father's firm, and during the past 15 years has been in a similar business in Chicago. Mr. Boas is the business manager of the firm. Mr. Felsen is no less qualified for his duties—the superintending of the factory. He has been well known in the trade for a good many years and is recognized as one of the most competent men in his line of business.

The new firm will have the good wishes and support of all in the trade who want garments that are not only stylish and well made, but that will fit, a merit, it must be said, which some manufacturers of ladies' cloaks and suits have failed to attach to their products.

LISTER GOODS IN CANADA.

H. L. Smyth & Co. report that there is an increasing demand for Lister sealettes, in both dark brown and black, particularly in the better grades. The finish of the same brand of silk velvets this year is better than ever produced—medium finish, neither too stiff nor too soft and most suitable for millinery and dress purposes, and a great demand is anticipated. Early orders are desired.

IMPROVEMENTS.

In Mr. W. F. Wolfe's big store at Owen Sound extensive improvements are projected at a cost of $3,000. The front will be remodelled, and fitted with large plate glass show-windows at the front and side, while another large plate glass window about the middle of the building will face on Baker street. The section with the glass skylight, formerly used as a photograph gallery, will be built up, and another storey will be added to the one-storey annex at the rear. The hall stairs at the side, which at present give access to the upper flats, will be removed, making the front store four feet wider. Partitions at the rear will be removed, and two handsome arches will give the customers access to a point back 50 fee farther than they have been accustomed to go. The balustrade leading to the basement will be removed, but a more up-to-date entrance will be made by a modern staircase at the rear. An ornamented metal ceiling will give the store a palatial appearance. On the second flat the offices will be removed, which will give 30 feet more of floor space on that storey. In order not to interfere with the business of the establishment, the work will be done in sections.

A PRAISEWORTHY ARTICLE.

It is not often the wholesale dealers receive such strong testimonials as to the quality of their goods as the following, which was received by Messrs. Matthews, Towers & Co., on March 28. It leaves nothing more to be said :

Messrs. Matthews, Towers & Co., Montreal.

Dear Sirs,—The "Wolsey" underclothing I got from you two years ago has been thoroughly tested in my laundry. The instructions given to my flannel washer were to shrink the goods if possible to do so, and I felt quite sure that the process to which they were subjected would shrink them very much, but after repeated trials I found them as large as ever, and beautifully soft and warm, and I can vouch for the fact that the "Wolsey" brand of underwear is positively unshrinkable.

Yours very truly,

M. M. PYKE,

Pyke's Steam Laundry, Ottawa, Ont.

A REGULAR VISITOR.

Mr. D. K. McArthur, general merchant, of Hopeville, Ont., was in Toronto this week, and gave us a call. Mr. McArthur has not failed to pay a visit to Toronto during the month of March for 20 years past.

CHANGES IN AUSTRALIAN TARIFF.

Since the last issue of THE DRY GOODS REVIEW containing the new Australian tariff appeared, the following changes have been made :

Cotton Wool in Piece—Free (instead of 15 per cent.).

Linings—Dutiable according to material (instead of free, when of cotton or linen).

Packages Enclosing Goods Subject to Different Rates—Decision imposing duty according to value of contents cancelled.

Shirtings and Trouserings—Must be either 15 per cent. or 10 per cent. (instead of 20 per cent. or 10 per cent.).

Value of Duty—Decision 47, defining what should be included and what excluded, cancelled.

Denims—Free (instead of 10 per cent. as dungarees).

Name Label and Coat-Hangers (woven)—Containing wool, 15 per cent.; otherwise, 10 per cent. (instead of 20 per cent. and 15 per cent. respectively).

Sateens—10 per cent. (instead of 15 per cent.).

The mills have advanced the price of underwear from 10 to 15 per cent., say Brophy, Cains & Co., and after the present stocks are exhausted it would be impossible to fill orders at the old price.

LISTER & CO., Limited

Manningham Mills, BRADFORD.

Silk Velvets Black and Colored.
IMPROVED Medium Finish.

Panne and Mirror Velvets

Coronation Velvets, Sealettes

Bearskins White and Black. **Astricans** White and Black.

ORDERS FILLED WITH SPECIAL PROMPTNESS.

Your Profits this Season.

How good they will be will depend on the margin on the goods you sell. If your stock is loaded up with out-of-date goods—dress fabrics, ribbons, hosiery, flowers, and plumes that are off color, faded or soiled—the average of your profit will be cut down to a small figure. But there is no need for you having unsalable goods on your shelves. Make up a parcel and send these lines to our works and we will redye them in staple and fashionable colors and make them so that they will look to you and to the customer like new goods you have opened out for the new season.

—Leading dry goods men and milliners in all parts
—of the Dominion are among our customers.

We have been making money for them for years by transposing their unsalable stock into good staple lines.

R. PARKER & CO.,

Dyers and Finishers,

Head Office and Works, 787-791 Yonge St., TORONTO, ONT.

MONTREAL BRANCH: 1958 Notre Dame Street.



*** This department is conducted and prepared by a Canadian advertising specialist, resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

A One-Sided View of Advertising.

VERY few publishers understand the value of the advertising space that they produce. Too many, at least, fail to see the professional side of the subject. They view the space as merchandise to be sold to whomsoever comes, at whatever price the market will permit. Some advance so far as to say they will make a fixed price in order to produce stability of value, and let the matter rest there. A very few study out the possibilities of service that they are able to render others, and, by systematic effort, develop and maintain an advertising constituency so harmonious to the policy of the publication that the advertisements become of great value to readers, because adapted to their tastes, requirements and conditions.

* * *

Space Subservient to the Service.

Advertising is not material substance. It is service. To be sure, space is sold in magazines, newspapers, street cars and on billboards, but the true advertiser and advertising man never forgets that the space is subservient to the service to be rendered.

Ideas Are Paramount.

Ideas are paramount. The purpose of the effort should be clear and definite and kept constantly in mind during the planning and execution of the details by which it is to be realized. Space, type, words and pictures are the only tools the master workman uses to express an idea. The finished product of the expert advertiser is not a material substance which can be seen with the eyes or touched with the hands, but a definite, positive impression on many human minds, which is shown by the voluntary purchase of goods the advertiser wants to sell. The mastery of mind over mind is the real test of greatness. The power of Alexander, Julius Cæsar, Washington and Napoleon was not physical. It was the rare quality of causing others to think just as they desired.

No man ever succeeded as an advertiser who did not possess this faculty. No man was ever a success in anything without a fair degree of it. The field for good men in advertising is wide. There's little danger of it being overdone. There's plenty of room at the top.

THE HAT — The Crowning Charm Of Beauty's Toilette

"If to her share, some female errors fall, Look on her FACE, and you'll forget them all."

AS THE FACE FIRST DRAWS THE HOMAGE that beauty wins for her physical comeliness, so the hat is pre-eminent among beauty's ulterior adjuncts; supplementing, or relieving, facial lines; playing the foil to the countenance; giving the head artistic piquancy and symmetrical grace—the witching climax that crowns the harmonious whole of beauty's fair investitures.

Thus the millinery craft has drawn into it the genius of the most artistic people in the world; and "Paris Millinery" inspires every mind that reads the magic words with visions of artistic loveliness in grace of form and harmony of colorings.

France has a brilliant history in matters of dress, and each year the devotees of fashion read back over its pages to imbibe inspiration for fashion motifs. Period after period has already served; but the fountain still flows munificently. This year the arbiters of dress have taken historic suggestion, and chosen the brilliant days of Louis XV., while Madame Pompadour ruled the King of France and the world of fashion.

But the Gallic gorgeousness has been neutralized and refined by American influence this season. American women are becoming of power even in the fashion of Paris itself. Now, even in that city of daring ostentation in dress, you hear constantly this season the demand of even the Parisienne: "Donnes-moi un chapeau, tres simple, beaucoup de chic." "Give me a hat, very simple, but with lots of style."

And that is the keynote of the millinery that Paris has now produced, and the world accepted.

A model introductory for a millinery ad.

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and Manufacturers' Agents.

MONTREAL.

DEPARTMENTS

Dress Goods	Linings and
Linens . . .	Muslins
Smallwares	Kid Gloves
Silks and Velvets	Fabric Gloves

Careful attention given to Letter Orders.

TORONTO:
25 COLBORNE STREET.

WINNIPEG:
McINTYRE BLOCK.

OTTAWA:
SPARKS ST., Carleton Chambers.

ST. JOHN, N.B.:
2 CHURCH ST.

GOOD ADVERTISING—Continued.

John Wanamaker's Large Expenditures for Advertising.

John Wanamaker is popularly credited with being the shrewdest merchant in the United States, certainly one of the most successful. Everybody knows what reliance he has always placed upon advertising as a factor in the development of a business. Some there are, it's true, who believe he goes to an unnecessary extreme in that direction, spending far more money annually for that purpose than is warranted by results.

Of that, however, no man can be as competent a judge as Mr. Wanamaker himself. Thinking it might interest Canadian merchants to know what the leading American retailer deems it profitable to expend every year in the newspapers, we have obtained the following figures which are vouched for by one "in the know."

Spends Over $1,000 a Day For Advertising Philadelphia Store Alone.

John Wanamaker pays over $1,000 a day for advertising his Philadelphia store. He uses a page every day in five daily newspapers in that city, as follows :

Press	$60,000
Ledger	60,000
Times	50,000
North American	75,000
Evening Telegraph	50,000

Up to a few months ago Mr. Wanamaker was also using a page in The Record at the rate of $87,500 a year, which would have made an annual expenditure of $385,000 in newspapers alone. When he wanted to renew his advertising contract with The Record the publishers asked $25,000 more or a total of $112,500. Mr. Wanamaker refused to pay that amount, thinking that no one else would pay that sum for the page. The proposition, however, was made to Lit Brothers who accepted the contract without a moment's hesitation. Imagine one firm paying $112,500 a year to one paper. Isn't it appalling ?

A Long-Suffering Public.

A good many advertisers evidently think that it is nobody's business to what extent they disfigure city streets or country landscapes, thereby diminishing the value of adjacent real estate with their advertising monstrosities, so long as they have the consent of the owner of the property on which it is displayed.

A law that will teach them and the public that these invasions of common rights are the business of the State whenever it chooses to make them so is worth framing. Such legislation, we are pleased to note, is at last being agitated in several States of the Union. Who said "long-suffering public ?"

* * *

Urge Publishers to Get More Modern Type.

Advertisers in small towns, with few exceptions, are handicapped by the very meagre typographical facilities of their local publishers. In fact, a great majority of them pay far too little attention to the appearance of their papers. It's as great a mistake to suppose that a poorly-dressed paper will receive the consideration accorded to a well-dressed contemporary as it would be to think that a merchant of dirty and unkempt appearance with a storeful of cobwebs and grime would achieve the same measure of success as his well-dressed and smiling neighbor with a neat and orderly store.

Many publishers are given too much to considering first cost rather than ultimate results. If they could only see the

Fashions, for Spring.

Long coats will be popular again this Spring—of silk or cloth.

The "Du Barry" is the latest sleeve ; it has the full puff below the elbow, gathering into the cuff.

The "Gibson" is pre-eminently the style of the season in waists.

The extremely light character of laces, etamines and foulard silks, which will be so much worn this Spring, makes it absolutely necessary during the early Spring months that some kind of a wrap, light in weight and artistic in shape, be worn to protect the wearer—Winter wraps are then too heavy and furs look out of place—for this reason the long coat of silk or cloth will be more popular than ever.

The new long coat introduced for Spring is known as the "Monte Carlo"—it is made of taffeta—Peau de Soie—Duchesse, and Moire Antique. Some are made plain and some richly appliqued.

Medallions for dress trimming are more popular this Spring than ever.

Black Chantilly lace and fine guipure will be much worn.

The iridescent colorings in dress trimmings seem to lead all others from present indications.

Waists for Summer will be worn rather loose.

The blouse will be a popular style in jackets of suits for Spring.

The handbag is "smart"—although there are still many admirers of the chatelaine purse.

Some new belts for Spring are of moire antique with oxidized buckles—Jet and steel belts, too are very good, while the leather belt still holds on to its popularity for certain purposes.

The automobile long ties—in pink, blue, and black and white combinations are stylish for Spring—Green and red "golf" combinations are very smart—the embroidered turn-over collar and the lace turn-over collar are out strong for Spring.

There is already a scarcity of fine white materials, especially in the high novelties.

Ecru—materials—batistes and coffee colored fabrics will attain great popularity this year.

More new novelties in dress fabrics will be shown Monday.

Liberty satins and foulards are, if anything, more popular than ever this Spring.

This "tabloiding" of the latest fashions, we thought an excellent idea. Surely it's not the sole mission of a dry goods ad. to give news of bargains ? Would not reliable information as to coming fashions be of equal interest to the average woman ?

Men's Frock Coats
THE UTMOST OF STYLE

YOUR FROCK COAT may have weathered the Winter—or several Winters—successfully ; but now comes the supreme test—does it bear close enough scrutiny to allow you to wear it, in peace of mind, without an overcoat ? Clothing that passes muster in the soft light of the drawing-room, often quails under the glare of midday on the Avenue.

Anything wrong with that ?

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - **UNEQUALLED IN QUALITY AND PRICE.**

..... Sole Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montrea..

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering	Berlin Fingering	Vest and Silk Vest Wool	
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering Mendings

Especially adapted for Hand and Machine Knitting

We claim that they will knit further and wear longer than any other make.

Wholesale Only — **Send for Samples**

Agent . . .

Duncan Bell

MONTREAL and TORONTO

GOOD ADVERTISING—Continued.

matter in its true light they would come to realize that the cost of the material needed to improve their paper from a typographical viewpoint is of little moment in comparison with the enhanced earning power of the plant. We would advise merchants in localities where these conditions exist to urge this point upon the attention of publishers, thereby spurring them to securing more modern series of type. Be assured, they would heed you, and the enhanced appearance of your advertisements thereby would well repay the effort.

* * *

A Few Hints as to Set-Up. In setting advertisements, don't try to display every line. In an ordinary advertisement, one display line besides the name and address is quite sufficient, though two, or even three, may be all right occasionally. But don't get everything large. Bunch the descriptive matter so as to leave room for plenty of white space about the display lines, as white space, when properly distributed, aids greatly in bringing out the display with greater force.

Don't allow your advertisements to present a crowded appearance. Such an advertisement never looks well. Set the body in a face small enough to leave plenty of room for display, instead of using a large type that must be set solid and jammed right against the display lines. Plain, heavy borders are very effective, provided care is taken not to crowd the text of the advertisement against them.

* * *

Danger of Over-Advertising. Yes, there's such a thing as over-advertising. As judicious advertising has laid the foundations of many a business success, so has over-advertising contributed to the downfall of many a worthy institution. By over-advertising is not meant an over-expenditure of money, but too great a repetition of a name, trade mark, or idea. "Familiarity" is said to breed "contempt." Indeed, nothing is more certain. The constant sounding of a name or a continuous presentation of a design wears upon the taste and causes disgust and nausea where it originally excited pleasure.

There are scores of institutions in America to-day that are hourly losing their power over the people by a monotonous repetition of some name, design or idea. In most cases the very thing which is made common and disgusting was originally choice and attractive, and did most excellent service. But it has outlived its usefulness in its present form, and should be shelved or entirely reclothed in some new and attractive garb.

We have one instance specially in mind. It's known to almost every advertiser. It was originally one of the best designs for the purpose ever brought out, and its influence was unquestionable. But it became familiarized, then common, then the butt of newspaper paragraphers, and, finally, the laughing stock of the country. It still stares the public in the face from the columns of many papers, while its owners declare that "advertising has ceased to pay." Undoubtedly!

CHAPTER XVII.

—"Yes, but there is an air of refinement about Wanamaker's that you don't find in other stores. Every one here feels so much at home. There is no feeling of restraint."

It was a woman talking in the store yesterday with a friend from Chicago.

Why shouldn't you feel at home? Isn't a store for your convenience?

Yet, this is one thing that makes this a New Kind of Store even to-day.

A leopard cannot change its spots. All stores try to make you feel at home, but few succeed.

A chapter from a Wanamaker serial. Worth reading.

Monday Is Not the Only Day of Bargains Here.

Monday is synonymous with the best values of the week in the minds of thousands of Brooklyn women—they know it as bargain day. Perhaps the merchants are to a large extent responsible, too—in many stores it has been customary to throw all the weight of the store's effort into this single day's offerings. The result is much crowding and discomfort for the customer and an unhealthy condition of business for the merchant.

We depend on your appreciation quite as much as on our endeavor. We must do the best we can for the comfort and convenience of our patrons. So here

Values Are No Less on Monday, But Fully as Great Throughout the Week.

Come Tuesday, Wednesday, Thursday, Friday and Saturday, and you will find matchless offerings of merchandise of every new and needed sort, at prices which are lowest in every case, in many cases records of littleness. Your ease in shopping is a prime factor in the good storekeeping that has made our 35 years in business one great and steady forward march. Be sure your comfort will always be our chief endeavor.

A sound principle is enunciated there. With you Saturday may be the day in lieu of Monday, as in this case. But whatever the day, try to disabuse the public mind as to the impression that one day's bargains are superior to any other's. This scribe states the case well, we thought.

The "DORCAS" Thimble



Made in three parts
The inner & outer STERLING SILVER
And the intermediate STEEL
HORNER'S PATENT
THE MOST POPULAR THIMBLE OF THE DAY
May be had from
CHAS. HORNER, Manufacturer, 29 Vyse St., Birmingham.
DO YOU STOCK THEM?

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

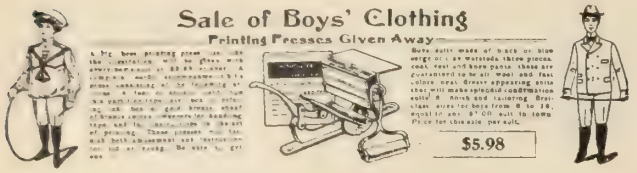
SUPPLIED AT SHORT NOTICE.
Artistic Designs Furnished.
WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
274 & 276 CHURCH ST., NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

GOOD ADVERTISING—Continued.



The buyer of this department told us that he never had an ad. which brought such enormous and instantaneous returns as did the above. A printing press will catch any boy, and once interest them, the parents will have to purchase the suit which goes with it, or suffer from nervous prostration due to incessant importunity. Perhaps the idea is worth imitating.

The Influence of a

Progressive Store

On Domestic Economy and Social Life

CONSIDER, if you can, what would be the effect on your own life if you read the news in the paper this morning that all the large stores of Greater New York were permanently closed!

Let us take it for granted that this condition was produced by the fact that there had been created some great storehouse of supply to which you could send orders for what you wanted, and have it delivered to your home.

Not a place of exhibition, where you could go and see things. Not a place where desirable things were suggested—simply a place to supply the wants of people who felt the actual need of things purchased.

Think of originating everything yourself, or waiting until you saw it worn by some other person, or used in some other home, before you knew anything about it!

Perhaps few people realize how much they depend on good stores, And yet the chief goodness of a store does not come through its own dictatorial suggestion. If it were so, fashion papers and bulletins of household supplies would replace the educative faculty of the stores.

The store suggests; the public favors, or condemns. And the store presents the verdict. Things condemned pass quickly away. Things favored are perfected along the lines of public suggestion.

Each individual opinion is merged into a great public approval or condemnation through the broad human touch of a great store.

A manufacturer conceives an idea. The store exhibits it. If the world thinks well of it, perhaps another necessity of mankind is discovered; and the world advances to better living; and the new industry adds prosperity to the race.

But the store must introduce it, and obtain the public opinion upon it. It must educate the public to the necessity and desirability of the new article of apparel, the new personal convenience, or the thing that is to add comfort, or healthfulness, or save labor in the home.

This "editorial" was written by Mr. Ogden, Mr. Wanamaker's New York partner, who manages that branch. It will be seen he can write an ad. as well as he can run a store.

The Danger Line of Repetition.

Devotees to the art of "physical culture" declare there is such a thing as over-training. To a certain point the development of the muscles, nerves and sinews is an absolute benefit; after that, an injury. Many men have entered physical contests the results of which would have been in their favor had they not over-trained and thus become unfitted for the task before them.

The same is true in the field of advertising. Up to a certain point the presentation of an attractive name in a taking way is useful; after that, useless. To know where that point lies, to come about when it is reached, and to possess the ability to substitute something equally valuable in its place, are powers with which few men are endowed. When the momentous interests involved are considered, when the amount of money that is to be profitably or unprofitably expended is remembered, and when success or failure may hang upon the act, its importance may well merit the most earnest thought and study.

THE PLACE TO BUY.

The dress goods department of Messrs. S. Greenshields, Son & Co.'s calls for special attention this month, and it will be of importance for every retailer to make a note of what may be obtained there. It is well known that several lines of dress goods on which there is sure to be a heavy run during the coming season are not in very great supply, and will show a marked scarcity later on. This department has been fortunate in its stock of many of these lines, and they can be had here now, when at a not very distant date they may be very difficult to obtain, and might possibly be quoted at a higher price. Among them are the popular Shantung silks, black taffeta, which is now very scarce, colored taffetas, tamalines, etc., in a great variety of colors. Finettelaines are being continually received in new designs, and in grenadines the assortment affords an exceedingly wide choice of patterns. Voile de Paris is rapidly dwindling to very small stocks in Canada, and orders should be placed quickly. In this Greenshields have been very successful in obtaining a large range. A number of other good things will be found in their advertisement on page 1. Dealers will make no mistake in ordering from it.

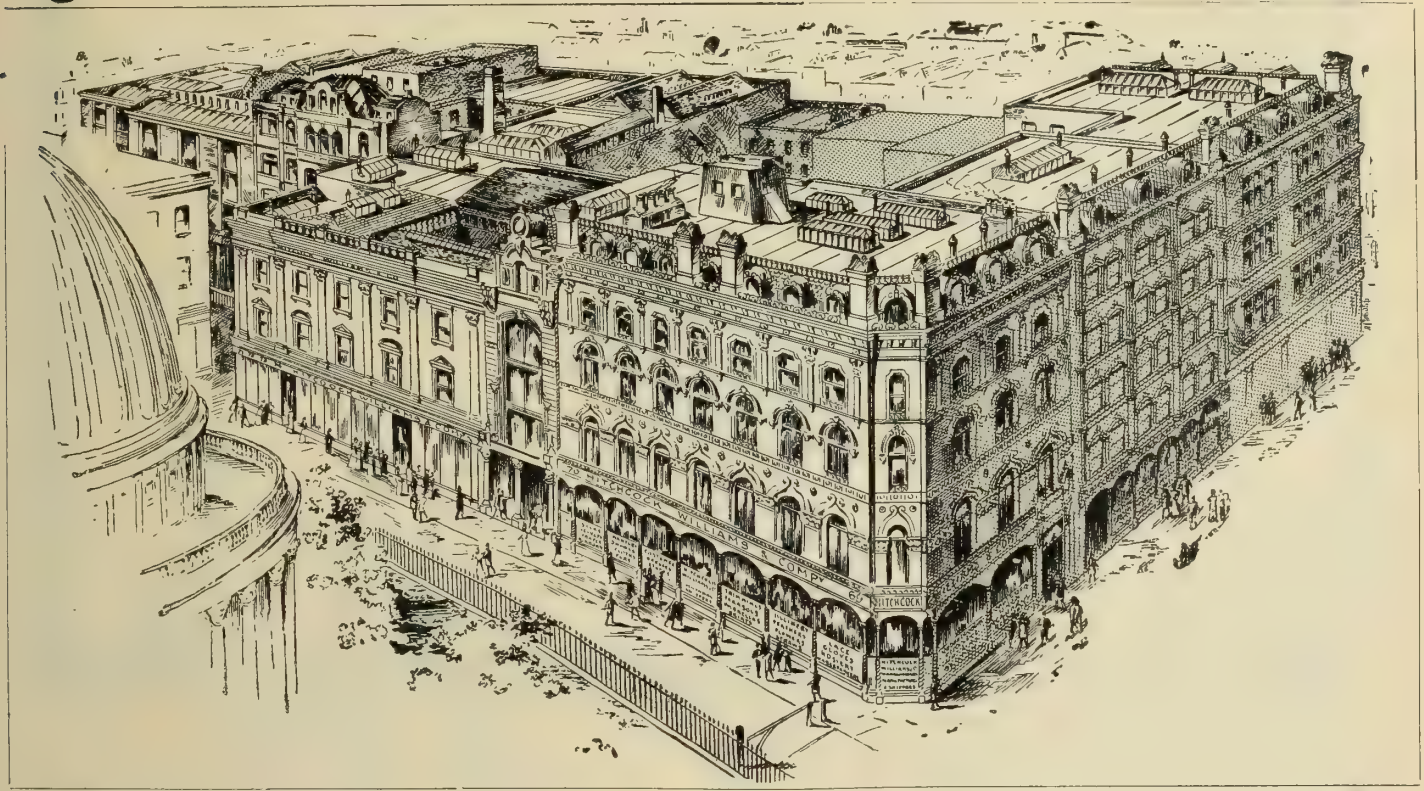
"NUFF SED."

A Massachusetts business firm prints this paragraph at the top of its letterheads: "Errors—we make them; so does everyone. We will cheerfully correct them if you write to us. Try to write good-naturedly if you can, but write to us anyway. Do not complain to someone else first, or let the matter pass. We want the first opportunity to make right any injustice that we may do." The little sermon deserves a wide audience. Few people have not had occasion at some time of their lives to regret the sending of a harsh or hasty note of complaint. It may be necessary to assert one's rights in subsequent letters, but there is no better rule of correspondence than to make the first one good natured.—Ex.

A NEW DEPARTMENT.

Messrs. S. Greenshields, Son & Co., have created a new department in their warehouse, on the top floor, devoted to ladies' ready-made goods, including blouses, skirts, wrappers, woollen Summer costumes, etc. These were formerly carried along with the ladies' furnishings department, but the enlarging of the stock in this line necessitated more room. In their present place there is a large and well-assorted stock with every convenience for displaying goods to customers. Mr. Patterson is in charge.

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Coronation Year.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe visits Canada twice a year, and will arrive in Montreal about the end of April for the coming Fall trade. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

HINTS FOR THE TRIMMER.

MUCH has been said on the subject of window decoration, and to one who has carefully applied all he has read on the subject, it appears that there are but two essential points to be considered, and if these two are properly exploited in a window display no decorator can fail in securing a pleasing effect to himself, a convincing display to the customer and a profitable result to the proprietor. The two points referred to are (1) artistic backgrounds and designs, and (2) the attractive arrangement of goods and tickets.

Without the power of attraction a show-window will fail utterly in its purpose. This feature of our art is one in which we should take great pride, as a man with a correct design in his head is a genius, and genius is by many wooed but seldom won.

As to the details of this attraction it matters not, so long as it is prepared and arranged in a workmanlike manner and in keeping with the class of goods shown.

It may be a mechanical, electrical or a stationary design, a color effect or object lesson, but it must attract and leave a pleasing impression.

Too frequently we see displays where the design is not in harmony with the goods shown. This is a serious drawback to the future prospects of the decorator who put them in.

Again, we see windows where the design is well executed, the color effects good, but here and there is plastered a shirt waist or a sailor hat or something or another which breaks the graceful lines of the design, thereby producing on the whole a discordant effect.

Let the design stand out alone. Let it answer its purpose of attraction, then utilize for your display only that portion which can be used without interfering with the design.

I do not agree with the man who argues for "stocky" displays. Better results can be obtained by using a small amount of goods shown where the prospective customer is led to examine the texture or make-up of a single piece.

The "stocky" trim leaves no room for color effects or design, and without these the main power of attraction is gone. Now, that we have succeeded in catching the eye of the passer-by, the next object should be to thrust something before him or her which we wish to sell.

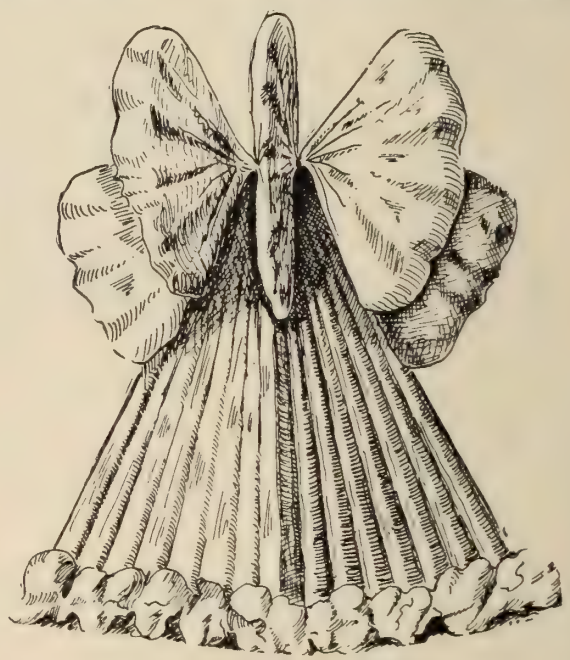


No. 1—Spring Millinery Opening Display.

THE VALUE OF SHOW-CARDS.

NO window display is complete without the show card; wherever it is possible price cards. They are the salesmen of the window world.

The subject of show cards is an important one to any trimmer who is at all particular in regard to the detail and finish of his work. The so-called "artistic" show-cards are not the proper thing, nothing very artistic can be produced in the short space of time usually taken to make show-cards. All the "art" should be expended on the display itself—the real purpose of the show-window—and not on the card, which is subservient to the display proper, and is only required to tell the story, in as few words as possible, in black and white, and as neatly and concisely as it can be gotten up.



No. 2—Dress Goods Display.

It is well known that a white card with full opaque black letters can be read easiest and at a greater distance than any other color obtainable, providing the letters are perfectly plain. The "block," or Roman, letter is preferable as it is the plainest and easiest read. The lettering should be properly spaced and cover less than three-eighths of the card. Perfect cards in black and white are more difficult

Handsome, Durable, Cheapest in the Long Run

Phillips' Illuminated Show Cases

Silent Salesman TRADE MARK.

were never made to sell on price alone. If they had been they would never have secured the prestige already attained.

Together with high-grade materials and expert workmanship—cabinet-making not carpentry—they combine an excellence and effectiveness in illuminating qualities once regarded as unobtainable.

And so we sell them at a fair price—a price that insures you against sticking doors, warping frame, poor finish and a dozen more chances for disappointment. It will pay you to know about **PHILLIPS' SHOW CASES.**



Send for Descriptive Circular (lithographed in colors) and full particulars.

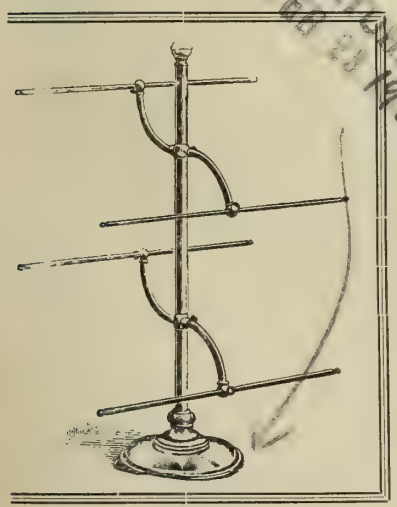
Patented U.S. and Canada, John Petz, Patentee.

JOHN PHILLIPS & CO., Limited

Canadian Branch: WINDSOR, ONT. **DETROIT, MICH.**

L.L. CLINE Adv. Dept.

WHO CAN TELL ? WHY, WE CAN.



To be successful in business to-day you must make your store attractive.

Send for our catalogue, it tells you how and what it will cost.

We are the largest makers in the Dominion.

The Toronto Brass Mfg. Co.

91-93 Richmond St. West

'Phone Main 814 TORONTO, ONT.

A PALMENBERG CLOAK AND SUIT FORM



60 D.

is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired, and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

New models, low bust, prominent hips, perfect shapes. Sizes, 30 to 42-inch bust. Bust made of Papier Mache and covered with fast black Jersey Cloth.

Heavy Wire Skirt, Japanned Iron Base and Standard. The new slide support and the screw in the top are distinct features and make the figure rigid and strong.

J. R. PALMENBERG'S SONS

Office and Salesroom: 710 BROADWAY

Factory: 89 and 91 West Third Street, New York

WINDOW DECORATING—Continued.

to execute than those of the "artistic" variety, which are often used to conceal poor lettering. An artistic card should very seldom be used except in the case of a millinery opening trim or a fancy trim for a special occasion. How often do we see cards of extra large size, with fancy scroll or floral designs all over them, as if the writer were trying to show his ability in this line! These cards are often placed so as to make them the most prominent feature in the window—in fact, surrendering the display to the card writer to the partial or entire exclusion of the goods they talk about.

That clear, easily-read cards are a necessity is an undeniable fact, when we consider the large number of people whose vision is defective and that we want the passer-by to get the "gist" of it as he runs.

A SUGGESTION FOR A DISPLAY OF CURTAINS.

AMONG the lines that will be first to ask attention from the windows is the lace curtain stock. Spring housecleaning is now on and such requirements as the above are being forced on the mind of the housewife.

After cleaning the window out thoroughly, start by covering the entire background with nile green or pale blue cheesecloth, plaiting it. Now arrange a half-circle at the top of background so that it bows straight out in the window. Drive tacks into the inner side of this circle about six inches apart. The half circle should be of a diameter to equal the width of two curtains. Puff the half-circle with cheesecloth, same color as that used on background. Drive a large nail into the top of the background at a point in centre of half-circle. Now arrange fine wire from this nail to each tack on the half-circle.

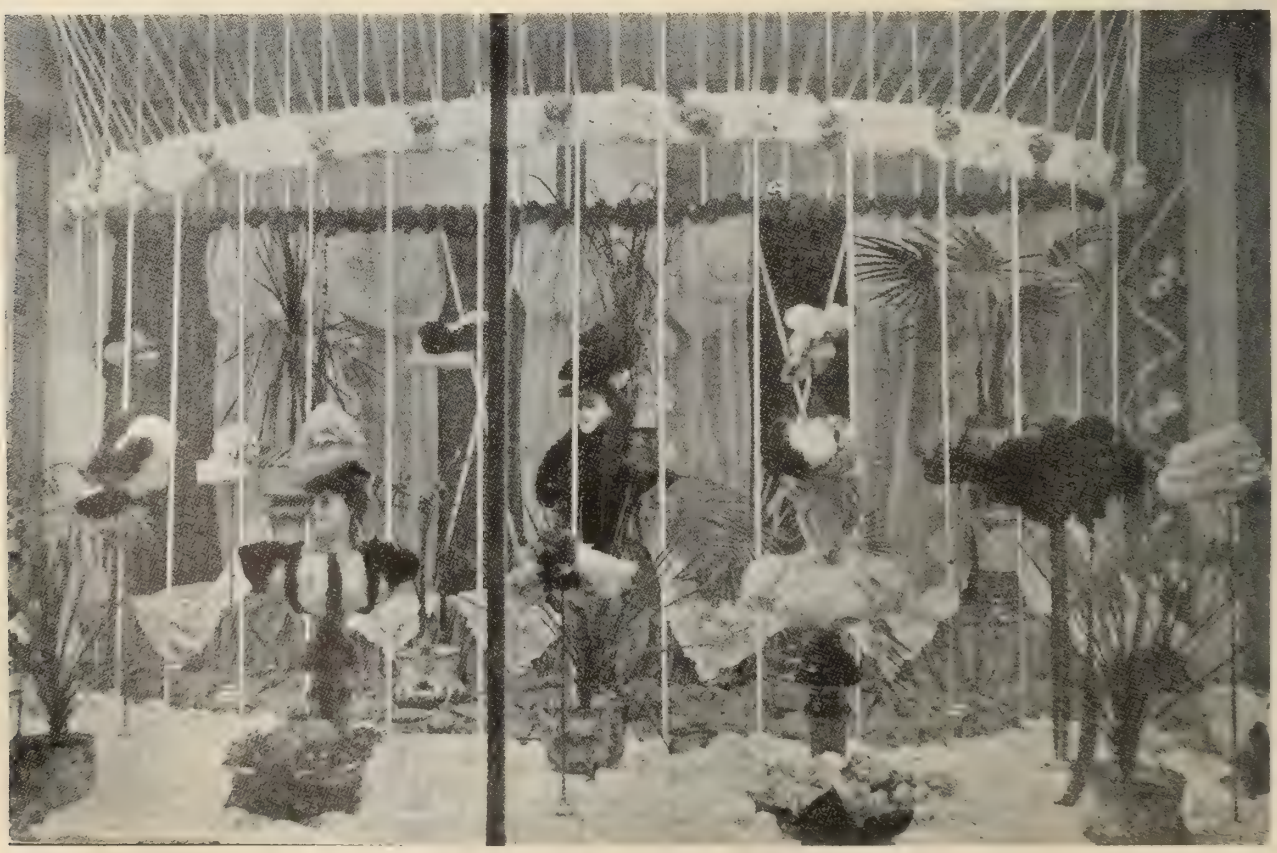
On these wires hang lace curtains so that the bottom ends about touch the floor. If your window is wide enough, arrange a quarter-circle across the corner with a similar wire arrangement, treating these in same manner as suggested. Cover the floor with same stuff as used on background. At either side of circle place a stand in shape of a T, and drape a pair of curtains over each. Letter a card, worded after the following, and place it in the centre of display :

FIRST SHOWING
OF
THE NEW PATTERNS
IN
LACE CURTAINS.

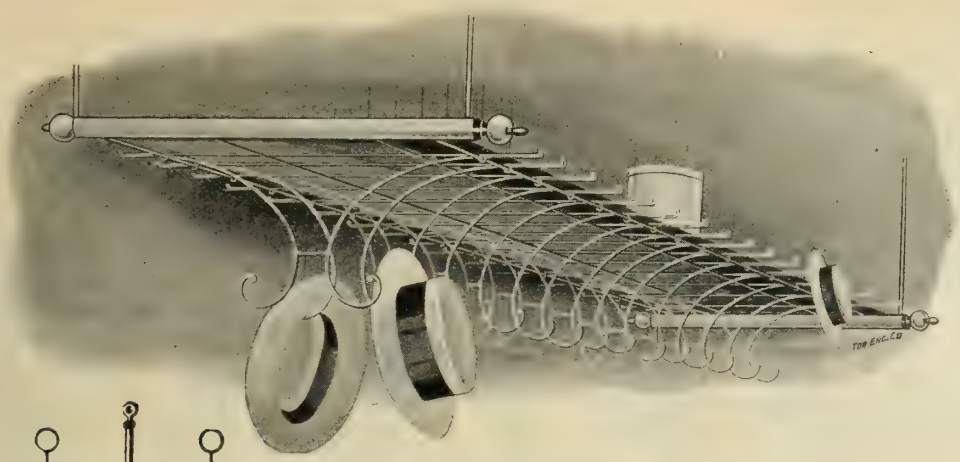
A SUGGESTION RE DISPLAY STANDS.

ONE of the best display stands now being used by many up to date houses for the display of muslins, silks, dress materials, or any kind of dress fabric, is made in the following simple manner :

Take two boards (planed) about 12 in. wide and two ft. long; lay them side by side on the floor and screw a hinge on top and bottom so as to hold them together. By standing them on their ends and opening them up at a wide angle you can form many nice drapes on them. These can be made in different heights. By plaiting the goods straight down on it and by taking the reserve stuff and forming a few puffs over the top, a very pretty effect is obtained, or the goods can be

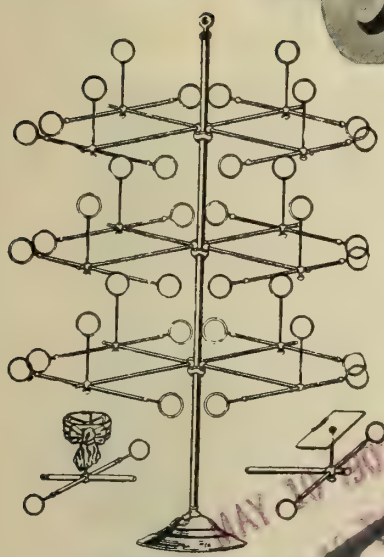


Spring Millinery Opening Display.



DISPLAY FIXTURES

OF EVERY DESCRIPTION.



The Latest Haberdasher Stand.

KIRK'S RACK

IS A FAVORITE WITH ALL WHO USE IT.

For your **Spring Trade** we manufacture all kinds **Nickel-Plated Stands, Window Fixtures, Shoe Stands, Triplicate Mirrors, Silent Salesman Show Cases, Suit Stands, Wax Figures and Clothing Forms, Ribbon Cabinets, Glove Cabinets, Store Stools, etc.**

WRITE FOR OUR LARGE CATALOGUE.

Clatworthy & Co., 46 Richmond St. West, **Toronto**



Millinery Stands.

Be Up-to-date and send for 132-Page Catalogue of



Wax Figures, Clothing Forms, Store Fixtures.

A post card fetches it.

WINDOW DECORATING—Continued.

pleated on the top. and then drawn out and pinned to floor at the bottom (See diagram No. 1).

The beauty of these display stands is that they are not only simple and inexpensive to construct, but when they are not in use they take up very little room in storage and will stand any amount of hard usage. If given a coat of white paint they will still be found much nicer to work with, as when showing muslins or thin material over them, the plain board cannot be seen, otherwise you would have to cover them with muslin or some such material.

SPRING OPENING WINDOW.

THE illustration of a millinery window contains good ideas for opening trims. Very few goods are shown and each hat stands out prominently, the object being to show "quality" and not "quantity." The trim explains itself.

Illustration No. 1 is a novel and original idea for a Spring ogening trim. The letters are cut from sheets of cardboard. One letter is placed slightly in the rear of the other and each letter is a trifle smaller than the one in front of it. They are suspended from the ceiling by black thread. The letters are edged with a "ball puffing" of green cheesecloth.

No. 2 is a window of muslins which are arranged on the straight upright stand which is just a 1½ x 1 inch scantling nailed in an upright position to a heavy block of wood. This style of draping is very simple and easily understood, the goods are simply plaited about three feet from the end and fastened with a pin to the top of upright then drawn out at bottom and pinned to floor the surplus goods forming a puff at top. A few laces festooned between each stand completed the display. The placing of the different colored muslins, so as to form a pretty blend altogether, was the most particular feature in this trim. H. H.

A WASH GOODS SEASON.

Says The Chicago Dry Goods Reporter: "This will unquestionably be the greatest season for light Summer stuffs that retailers have experienced in many a year. No stock in the store offers better material for display. No line is more in accord with the bright trimmer's ideas than this same line. Easily worked up and most effective in display, every trimmer should make the most of material and the season's opportunity. The store which has the prettiest patterns and shows them up in an effective manner will prove most interesting to the ladies. However, these pretty patterns stocked up on tables or shelving and left to work out their own salvation are likely to fall short of accomplishing their mission. If there is one line in the store that sells by display it is wash goods. So don't forget the exhibition end of the selling or you will be disappointed with your season's business.

PLAIN SUIT CLOTHS.

"Among the many dress goods windows along the busy streets there is a considerable showing of plain suit cloths. No doubt you have them to show. Select from your stock a number of pattern lengths in plain colors. Clear out a window and clean it. Cover the entire background and sides with red bunting. Arrange a half circle in the centre and at the top of the background, so that it slants out and upward. Cover this with material of the same color as the background. Then take a pattern length in tan or light drab, double it over the half-circle, carry the ends to either corner and fasten to top of the background, allowing the ends to drape nearly to the base. Build the back half of the base up about a foot. Cover this and the base with black or red suiting and arrange three drape stands on the built up part and two on the base. On the three drape stands arrange suit patterns, draping with smooth front and plaited sides. With each pattern arrange trimmings to go with it. On the two front forms arrange a skirt drape with trail toward the outer side of the window. Possibly you have some colored fashion plates which would give the lady lookers a chance to study styles while deciding on the color wanted.

WHITE WAIST WINDOW.

"For an effective display of white waists, first take two half-inch strips four inches wide. These should be a little longer than the width of the background. Cleat these strips together about two feet apart. Cover this frame with white muslin, stretching it on tight, and then with nile green bunting, and



Stationery Window at Mr. James Clark's, Renfrew.

This display was arranged by William Cameron, one of the best window trimmers of stationery in Canada. Mr. Clark's stationery and drug store is a splendid one, and the popular proprietor himself has been several times Mayor of Renfrew.

puff a wide border about four inches wide along either edge. Now arrange this in the window at the top of the background, fastening the ends to either side of the background. Then cover the background with nile green bunting. Construct a series of three half-circle strips and arrange them in the centre of the window against the backgrounds. Cover this with white material. Now take the waists you wish to show, pin them back at the waist line, bring the cuffs forward, pinning them at the same time, and stuff them to show full front effect and arrange a puff of green tissue paper in the collar. Arrange them on the strip arrangement across the window, on the background and on the strip arrangement. For those on the strips and base, start waist forms or exhibitors, which can now be had as low as $5.50 per dozen. A price or show card telling of the line will help materially the selling of the waists."

The W. R. Brock Company, (Limited)

Late James Johnston & Co.

MONTREAL

The Great Assorting House of Montreal

Clearing Lots

of

Wash Fabrics

Just Opened Out.

ALSO

The correct Linings and Trimmings to match.

See our Travellers' Samples or write us for cuttings.

Coronation Year and Trade.

WHILE London reaps the bulk of the trade-harvest from the Coronation, the Canadian dealer can draw his own conclusions as to how it may affect him.

During May, 1897, the imports of woolstuffs into Great Britain were 1,650,000 yards in excess of the imports during May, 1896. Looking through the lists of imports for the early part of the year 1897, one is struck by the extraordinary jump in the imports of all kinds of food and clothes—to say nothing of timber, and many other articles. This was, of course, in preparation for the Diamond Jubilee. For this year's great event preparations began months ago, and it is estimated that they will treble in volume and expense those of five years ago.

THE EXTRA TRADE IN DRESS.

In both cases, however, it is the same trades that will make most money, and, of these, two—the food suppliers and the manufacturers of clothing—will score most heavily. Looking back to the early part of 1897, we find that the import of all kinds of clothing material went up by leaps and bounds. In May there went into British ports an excess of 62,000 lb. of silk, 251,000 lb. of alpaca, 650,000 lb. of mohair, and 53,000 lb. of other rarer stuffs over the imports of May, 1896. There were also 1,250,000 lb. extra of unmanufactured wool, 708,000 lb. of cotton yarn, 21,734 cwt. of leather, and other similar articles in like amount. During that year it is estimated that British tailors made 2,500,000 extra suits for men; while women had 4,000,000 more dresses than the ordinary Summer output. It must be remembered that the rejoicings are not confined to London alone, but that fetes, dinners, and dances take place in every town and village in the Kingdom.

HEADGEAR AND EATABLES.

Straw hats are most necessary for people who are about to spend long days in the streets viewing pageants. The retail trade have already bought their stocks, and that they are bigger than usual is testified by the fact that the import of straw-plait from the East was 250,000 lb. heavier this season than is usual.

As for food, London alone at the Jubilee laid in an extra stock worth £1,500,000 sterling. Two million eight hundred and fifty-five thousand lb. of tea was the excess import of tea for May of the Jubilee year, nearly 1,500,000 lb. of cocoa, and 222,000 cwt. of sugar. June saw poured into Britain 9,439 extra cattle, nearly 20,000 sheep and lambs, 38,000 cwt. of bacon, 61,000 cwt. of ham; while meat, fish, rabbits, butter, margarine, eggs, cheese, and all kinds of fruit came in from abroad in quantities from 10 to 30 per cent. above what was usual. The combined value of the extra food was some $4,000,000—£800,000. This year it is safe to say that £1,250,000 will hardly cover it; and this, it must be remembered, is prime cost.

FIREWORKS AND DECORATIONS.

Firework-makers are already very busy. It may be noticed by anyone who studies the trade reports of the Jubilee year that in a single month we imported an extra 31,242 cwt. of brimstone, and 12,755 cwt. of saltpetre, above our usual requirements. It is quite safe to say that the Coronation will see $1,250,000 worth of rockets and other billiant pyrotechnics go up into smoke and flame.

Carpenters and joiners will be more in request in June next than even the proverbial plumber after a frost. The Jubilee stands used up 79,000 tons of wood, and 100,000 cwt. of iron. The wages bill for the men who put up these seats was over $40,000, and this takes no account of the extensive alterations made inside many clubs and private houses along the route.

TOYS AND SILKS.

A moderate estimate of the street decorations for the Coronation in London alone is $750,000. As much more will be spent in the Provinces; and the manufacturers of bunting, who have been hard at work for six months back, should rejoice accordingly. Indirectly, another trade will make money. That is the toy-making industry. All the wood used in seats and decorations will be bought up and manufactured into toys, which will be sold as memorials of the great event.

Several towns will do particularly well out of the Coronation. One is High Wycombe, where they make the chairs. The Jubilee gave that town an order for no less than 50,000 chairs. On this occasion it is computed that 70,000 will be the number required. Braintree is another place whose silk manufacturers should do well — especially since Queen Alexandra has let it be known that she wishes her Court to dress in English-made silks, instead of wearing foreign fabrics.

FURS AND JEWELLERY.

As for furs, the ends of the earth have been scoured all the past Winter for ermine for peeresses' robes; while the price of Persian lamb has become almost prohibitive. The small black dots which cover that other Royal fur—minever—are obtained from between the toes of the black Persian lamb. A complete Coronation outfit for a peer and peeress cannot be obtained for less than $2,500.

This brings us to the great boom in the jewellery trade. Pearls are especially high in price, and likely to go higher before the beginning of June. A pearl which was worth $100 a few years ago is to-day valued at $750. Other countries are complaining that all the pearls in the world are being sent to London. Among them is one recently found in West Australia and valued at $75,000. An expensive novelty, which will be fashionable for Coronation fetes, is for ladies to wear their husbands' crests in diamonds. Big, however, as are the orders for jewellery pure and simple, they do not compare with the gigantic trade of Birmingham in the making of Coronation medals and trinkets of all kinds. It is estimated that 25 tons of silver and over 200 tons of bronze have already been used up for these purposes. The profit on this kind of work is very large, though not so good to the manufacturers as to the retailers. Between the two, however, some $5,000,000 will be shared this year.

THE CAMERA FIEND.

It is estimated that London alone will use $2,000,000 worth of paint this Spring. People all along the route will soon begin painting their houses. The gas and electric companies are also making preparations for the strain of the illuminations. When it is considered that the illumination of St. Paul's Cathedral alone cost $20 a minute at the Jubilee, some idea may be gained of the extra light required.

Finally, and by no means the least curious effect of the coming celebrations, is the activity in the photographic market. It is anticipated that 25,000 cameras will be sold to amateurs for the purpose of taking pictures of the great processions and celebrations.

BLANKETS BED BLANKETS

TORONTO
C. H. Forster
30 Merchants' Building
50 Bay Street.



MONTREAL
W. H. Reed
Room 1
112 St. Peter Street.

The Slingsby Manufacturing Company
LIMITED.

BRANTFORD, ONTARIO.

COSTUME CLOTHS, KERSEYS, SHEETINGS, CAMP BLANKETING,
MACKINAWS, PLAIN and FANCY, in WOOL and UNION, YARNS, Etc.

BLANKETS HORSE BLANKETS

FALL 1902

Fall Patterns Now On Sale

Designs Thoroughly Up To Date

And are Worthy of the Trade's Inspection.

THE COLONIAL BLEACHING & PRINTING CO.
Limited.

MONTREAL.

Fall Trade and Assorting

1902

MATTHEWS, TOWERS & CO.

14 ST. HELEN STREET, **MONTREAL**

MEN'S FURNISHINGS

Our travellers are now out with new lines in

White and Colored Shirts,
Imported Collars and Cuffs,
Negligee Shirts,
Fine English Braces.
Hosiery,
Underwear,
Neckwear,

Special Value in Golf Hose

We have secured exclusive lines at prices never equalled in Canada, which will maintain the name we now hold for these goods.

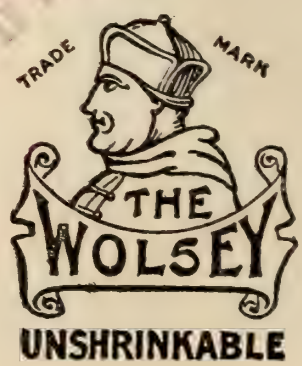
Large assortment of SWEATERS for immediate use. Plain and fancy shades, and "Club Colors."

Underwear

Winter and Summer Weights always in stock.

Including the celebrated "WOLSEY," guaranteed all wool and positively unshrinkable. This is the leading line with all first-class men's furnishing houses in the Dominion.

Large variety of plain and fancy BALBRIGGAN UNDERWEAR for immediate delivery at popular prices. Our range in these is very complete.





A Neckwear Manufacturer on the Tariff.



ONE OF our manufacturing industries which is hard hit by the preferential tariff is that of neckwear. A Montreal manufacturer, in an interview given to one of that city's papers, gave some interesting facts in regard to the trade, and the workings of the British preference as it affected it. He said that 96 per cent. of the silks used in the manufacture of Canadian neckwear came from Europe into England free of duty. There the British manufacturers cut them out and send them to Canada under the preferential tariff of 23⅓ per cent., while Canadian manufacturers have to pay 30 per cent on the very same importations, besides not working under as favorable conditions as the English manufacturer, thus discriminating against our own industries to the extent of 6⅔ per cent. In a great many cases England has the goods admitted in a semi-manufactured form, the only restriction put upon the exporter there by our Government being that 25 per cent. of the value of the finished article must be English labor. So that not only the silks but 75 per cent. of the labor put into their manufacture comes from Europe, and all this is admitted to Canada under a preferential tariff.

He admitted that the 23⅓ per cent. was paid on the English cost of manufacturing and profit, but said that this was offset by the reduced price at which the manufacturer there could have the goods made up under free trade conditions.

There were several remedies for this state of things, he thought. One was by reducing the tariff on piece silks; another, by abolishing the preferential tariff on manufactured articles, or by raising the tariff to 50 per cent. on them, leaving the preference on other goods as it is. He thought the best remedy would be to make British manufacturers certify that 50 per cent. of the labor on their articles was British; and goods with a less per cent. of British labor than this should be subject to a duty of 35 per cent.

* * *

Collars and Shirts.

THE collar trade of the current month is fully up to the standard, and a satisfactory feature of it is that there seems to be no style that will not sell to at least a limited extent. The demand for the new wing collars has never been one to create much of a disturbance among retailers; but from a very discouraging beginning this style has gradually moved forward until it took its place among the best selling lines of the season. Among the finest trade during the Winter the wing collar was in the very best demand, and it still sells well to that trade.

There is a larger class of customers now, however, who take this collar. They belong, not to the "swagger" trade, but to those who follow close upon the heels of that trade. This is sort of a middle class, and it always takes them two or three months to fully decide just what they ought to buy in order to be "in line" with the best trade. In the case of the wing collar, it took them longer than usual; for, although prepared to take up with any wholly new style, no matter how absurd, they did not expect to be called upon to again wear the old wing collar. And not until their own eyes gave them proof that the high-class trade was really wearing this style as the latest and most correct, did they take it as a friend. Now, however, they are buying the wing collar along with the best, with the result that a good steady demand is experienced for it.

The most popular wing collar has very small tabs or wings, and these naturally leave a narrow space in front. Several shapes of the wings are shown, one that is well liked having the lower outside angle very acute and the wing itself not more than ¾ of an inch wide.

But if a dealer were to carry only one style of collar he would make no mistake in choosing the high turn-down. Whether or not the wing collar will disappear during the

warm weather, there is nothing surer than that the high turn-down collar will be in as good demand as last Summer season. Everything points that way.

But this collar is to be much lower than usual, which is a very sensible decision. It says a good deal for the patient nature of fashionable mankind and for their love of style at the expense of comfort, that for two or three blistering Summers they have worn a double thickness of starched linen about 3½ inches high around their necks, and never looked for anything better. But manufacturers have come to their relief, and the proper high turn-down collar for the coming Summer season will not be more than 2½ inches high, and many of them will be almost an inch narrower than this. It is likely that the selling lines will range between heights of 1¾ and 2½ inches. A collar about two inches high should sell well.

With the extra comfort which such low collars will give, there is likely to be a good addition to the numbers of those who wear them, for it cannot be doubted but that many stout men and others averse to wearing the "choker" variety of collar have steadily refused to adopt the high turn-down. They can now have no objections to this style, and the many devices for giving ease in buttoning and unbuttoning it remove whatever fault they might be tempted to find in that regard.

Apart from the widths, there has been no remarkable change in the shape of the high turn-down collar. The front spacing is still very narrow, and the folds turn straight down. As regards the points, both round and square may be seen, and both are in demand. It is said that the high-class trade takes the square points and the popular trade the round corners, but there is more imagination than fact in the state ment. It is merely a matter of choice, one shape being as proper as the other.

Straight band collars of all descriptions continue to sell steadily and well. There is nothing new to say about these. They are taken with both square and rounded points, although the former are in much the better demand.

This year when one talks of colored shirts, in nine times out of ten he means negligee shirts, for stiff bosom colored shirts, though not by any means "back numbers," have lost much of their prominence owing to the rapidly-increasing interest displayed by almost all classes in negligee shirts. Without a doubt, there will be a fair trade done in stiff bosom shirts. The styles are practically unchanged from those of last Fall. Here and there a change in the shade or a variation of the design may be seen, but nothing to be worth remarking. So with this brief notice they can be left to take care of themselves.

Negligee shirts deserve everybody's attention, for nearly everybody is going to wear them. The majority of those that are now selling have the popular pleated front. This makes a slightly more expensive shirt, but this difference has made none in the sales, for the demand is very large.

Blues, in two or three shades, lead, as usual. The variety of the stripe patterns in this color is very great, and he will be hard to please who cannot pick out a large assortment with satisfaction to himself. All widths of stripes are shown. Next in popularity to the blue patterns come red or ox-blood. This color is more for the popular trade, however. The finer trade take the black patterns in preference to red. A few dark-green patterns are shown; and this is a color which may turn out to be a much better seller than is expected, though, now, retailers are buying a fair quantity of the green designs. Grey is a good color; heliotrope is seen here and there, and blue and red and green and red stripes are taken. The latter sell to the less stylish trade.

As to tans, there is sure to be a certain amount of them sold, but dealers would do well to order carefully on this color. In the United States it appears that negligee shirts in tan shades, both solid and plain, will be one of the leading things during the coming Summer, and its popularity there might be a little misleading to dealers on this side of the line, with the result that they might invest heavily in a line of goods that they couldn't sell. The difference is caused by the fact that we have but recently recovered from an epidemic of tan—or what is much the same thing, khaki—and the Yankees have not yet been attacked. This state of affairs will apply not only to shirts, but everything else the men's furnisher handles as well. The linen color which is shown in Summer garments for both men and women must be strictly a linen color to sell. Different shades in it have been shown, and some are so dark as to approach very near to tan. These should be avoided.

For a somewhat finer trade than the average, though still a profitable and strictly up-to-date line for the ordinary dealer, are the pleated white negligee shirts. Some of these are perfectly white; others have black stitching, fancy and plain. The latter are, perhaps, the most thoroughly fashionable shirts, and would be the best line for the average dealer to handle. This is a style that will be taken by the very best trade. The black stitching is about the only color shown in this way. Experiments were made with colored thread, but it was found impossible to obtain a thread that would stand the laundering. A good thing about the majority of these pleated shirts is that the retailer can make a splendid profit on them, and he buys them at a figure that leaves him plenty of room to offer much reduced prices, if desired.

Patterns in negligees have for some time run on stripes of various widths and groupings. A change from this was the introduction of figured stripes, and now we have the figures and stripes, and figures alone. Some very handsome patterns in the neater effects are produced by thin stripes at intervals of between one and two inches, with small figures between them; while others are marked off in squares, the figures being arranged in the centres. These designs in black are the choice of the best trade, and may be counted upon to sell well through the season.

As to shirt waists, all the manufacturers of that garment speak very cheerfully of its prospects. It has been altered considerably from the first specimens shown to the trade, and now there is more of the shirt about it and less of the waist. That is, the blouse fulness has gone, and when worn with a coat the present shirt waist cannot be told from an ordinary negligee.

The shirt waist selling for the coming Summer trade is made up in both pleated and plain styles, and they go equally well. The plain shirt in most cases has a pocket in front. Blue is the best color by a good deal, though red, olive green and the other colors used in negligee shirts are also taken.

One style of shirt waist that appears to be in very great favor with the trade has the merit of being a Canadian patent. An elastic band is brought around the bottom of the shirt on the inside and the ends meeting in front are buttoned in place. When worn this waist is put on over the suspenders like a waistcoat, buttoned up and the band turned under, leaving just enough of the waist hang over to cover the top of the trousers. There are no slits to put the suspender ends through, or any of those little objectionable features that did so much to lessen the sale of this garment last season.

The elastic band is the only part of the waist that has to be touched when it is required to be laundered. It is no trouble to pull it out when the waist is to be sent away, and just as little to put it in place again. There is a patent tab at the back of the collar in which the collar button is inserted, a device that does not allow the button to touch the neck at all.

Another feature of the waist that retailers will appreciate is that there is no belt attached to it. In many cases retailers have bought shirt waists with an attached belt, and this killed the sale of their line of leather belts. With this style of men's waist the leather belt can be sold along with it if the customer desires to wear one, though, as a matter of fact, no belt whatever is required with this waist.

CAULFEILD, HENDERSON & BURNS

17 and 19 Front St. West, TORONTO.

C. H. & B. Athletic Goods

OUR SPRING STOCK OF SPORTING AND ATHLETIC GOODS IS COMPLETE, INCLUDING:

CASHMERE JERSEYS AND NICKERS, in colors: Navy, Cardinal, Black, Green, Royal and Sky.

COTTON JERSEYS, in plain Navy, Black, and White. Cotton Jerseys, in plain White, with Cardinal, Royal, Navy and Black tippings on neck and sleeves. All the above are made with ¼ sleeve.

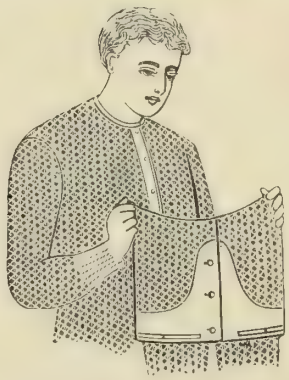
BATHING TRUNKS. Combination suits and two-piece suits, with full range of sizes. Colors—Light Grounds, with Assorted Stripes; Navy Grounds with White and Red Stripes.

BASEBALL SUITS a specialty. Write for description and prices.

NECKWEAR. Our Ring Ties, the "King" and "Chamberlain," a decided novelty, are all the rage. Send for sample dozens and be convinced. They sell at first sight.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

Do You Ever Hear



Mesh underwear talked about without the mention of the Deimel goods? Not once in fifty times. Why? Because the

Dr. Deimel Underwear

is the Standard of Comparison.

It pays to handle "Standards," especially so with The Dr. Deimel Underwear, which is backed up by extensive magazine advertising.

WRITE FOR DESCRIPTIVE BOOKLET AND OUR TERMS.

Sole Manufacturers,

THE DEIMEL LINEN-MESH CO.

2202 St. Catherine St.,

MONTREAL, CANADA.

LONDON, E.C., ENGLAND, 10-12 Bread St.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

This Label on the Genuine.

Hosiery.

THERE is still a very large movement of goods from jobbers' hands to fill Spring orders; and this business, combined with the trade in lighter goods for midsummer and early Fall, keeps the hosiery departments in the wholesale houses very busy. In regard to the styles for late Spring and Summer there is little to be said. It is apparant that some very pronounced patterns will be sold. Indeed, there is already a fair demand for men's half-hose in various strong colors and designs But those dealers who cater to the better trade have shown no inclination to take up with the loud hosiery which is being shown, and they confine their stocks to the quieter effects in black and colors, with now and then a deep red or blue ground for a change.

There seems to be no popular choice as to the designs in men's fancy half-hose. Every imaginable pattern has been produced, and finds its buyers everywhere. Large checks and stripes are taken along with the smallest spots and figures, and many figure stripes are included in every good assortment. Though there is a more limited sale for them, Scotch plaids have sold here and there. They can be made to produce either a very quiet or a very loud effect, as the designer chooses, and the former are a decidedly pretty article.

The white half-hose, which have shown signs of coming popularity in the United States, have also made their appearance here. In the majority of cases the designs in these are in not very decided colors, and are composed of neat figures. A certain amount of trade will be found for these hose, but it will be confined more to the larger dealers. Small stores can afford to hold off from them for some time, or if an investment is to be made, it should be done cautiously, and buying should be done in small quantities.

* * *

Underwear.

IN medium-weight underwear there has been a very good demand for the Spring trade. The early opening up of the season accounts for this, and when the warm weather arrives and dealers can turn their attention to their lightest weight garments, it will likely be found that the business done in mediums has exceeded that of any other year. This is not a large trade at best, but when the goods are given sufficient prominence through advertising or some other means, there is a trade to be done in them that is worth the dealer's time, anyway.

Natural colors were in the best demand, as they generally are, but there was also a good quantity of grey shades in the medium-weight underwear selling. These two formed practically the whole of the trade. An odd line or two of fancy stripes, usually, blue, heliotrope or pink, might be seen here and there, but, as a rule, customers wait till making their purchases of the lighter Summer garments before taking fancy lines.

Just now the wholesale houses are shipping out their Summer underwear. There is nothing further to say about these goods than has already been said here, except, perhaps, that the feature of the trade is the quantity of the very lightest and thinnest materials that are taken. Balbriggans and lisles are particularly good.

Mesh garments promise to be a rapidly-selling line this season. Linen mesh is being given more attention than usual, and, as a variation of the natural color, a few fancy designs are shown in small dots and figures in the net work. With what success these innovations will meet cannot be told at present, but there has been no particularly good demand so far.

Another Summer line of underclothing that is taking a front place are the sleeveless or half-sleeve shirts with knee drawers. I have several times made mention of this style of underclothing as a good thing for the Summer trade, and more especially for the use of athletes and those engaged in such sports as lacrosse, tennis, etc. They are quite fulfilling expectations. While only a side line, as compared with the regulation full-length undersuits, they are in increasing demand, and will be found popular with a good number of people besides the sporting men.

The underwear showing for Fall has rather more color in it than usual. Besides blues, heliotropes and a few pinks, there is now showing a number of brown shades, which, however, have shown no signs of great popularity as yet. Brown as a color is too closely allied to khaki to have a great run for some time yet. Khaki is as dead as any color can well be, and it is hardly possible to work up a large demand for any variation of it, for that is really what brown is. This is all in regard to solid colors. Fancy stripes are much the same as those of last Fall.

Balbriggans will go as well as ever. There is a much better feeling for ribbed materials, both cotton ribbed underwear and mercerized ribbed underwear being in better demand. The latter in flat goods are also well liked. It is said that more attention will be given to combination suits, and it is not unlikely that a much better demand may be found for these during the Fall season.

* * *

Neckwear.

ANYTHING in the way of neckwear that has been fortunate enough to be christened "Coronation" will interest people this year. The Coronation bow has been selling to the trade in large quantities. A puzzling feature of this trade is that there are several bows called by that name, and the manufacturers of each claim their own product to be the "only original." The difference is mainly in the size; the shape and general make-up, which was illustrated in this column last month, being the same. As to which bows will have the preference, the large or small sizes, everything depends on the class of trade.

The finer trade will take the smaller bows, while the popular trade will buy the largest sizes they can get. The principle in the latter trade is to get all the bow one can for the money. In some of the bows recently put on the market there will be no difficulty in obtaining one's money's worth, as far as quantity goes.

The combination bow and derby is one of the very best selling lines on the market to the popular trade, though the high-class trade will have none of it. The average dealer must have this tie in stock if he is to keep in line with the rest of the trade. Besides the derby, the bow is made up in combination with flowing ends and Ascots, which, however, are not in as good demand as the derby and bow. They may be had either with the shield or neckband. The former is, perhaps, preferable, as this tie is worn almost invariably with the fold collar.

For the Summer trade, however, the selling tie will be the narrow derby. This bids fair to lead all other forms of neckwear for 1902. About 1½ inches will be a good width, though it is likely that the sizes will range to a half-inch wider than this, and even more. This tie has never been excelled as a suitable style for wearing with the fold collar, and its neat, dressy appearance makes it a favorite among all classes.

There are some of the derbies for Summer, showing with a shield, which, of course, means that these are made-up ties. A made-up derby gives the well-dressed man the creeps, though he can remember the time when he couldn't get anything else.

A WORD OR TWO FROM OUR

SMALLWARES DEPARTMENT.

WE have just completed extensive alterations, having enlarged our floor space so as to devote a whole floor of our warehouse to Embroideries, Laces and Dress Trimmings of all kinds. We are also giving a whole floor of our warehouse to our Curtain Department, where will be found a full line of all that pertains to Window Draperies, French, Swiss and English Lace Curtains, Vestibule and Window Nets and Muslins. Also Tapestry Silk and Chenille Portieres and Curtains.

Mr. W. B. Mathews has just returned from the French and English markets, where he has been picking up the ***late*** novelties in these lines, and we are now in a position to supply our friends with novelties they will not be able to find elsewhere in this market. The best time to buy is NOW, when our range of choice novelties is fullest.

Our Lines.

Comprised in our stock we might mention our

Irish Point Laces,
Galons and Allover Nets.

Black Silk Chantilly Lace Galons,
Medallion and Serpentine Effects.

Ivory Silk Chantilly Lace Galons,
Medallion and Serpentine Effects.

Escurial Lace Galons,
Medallion and Serpentine Effects.

Valenciennes. Guipure Laces.

Torchon Laces.
(All above also procurable in Edgings.)

Latest Neck Ruffles from Paris.

Silk Ruche Trimmings.

Applique Dress Trimmings.

Sequin Dress Trimmings.

Embroidery Dress Trimmings.

Lace Collars in every variety.
(No lady is fashionably dressed without this season's Lace Collar.)

Full stock of Lace Curtains.

We would also draw attention to our Print Wrappers, Skirts, Costumes.

The GAULT BROTHERS CO., Limited

WINNIPEG MONTREAL VANCOUVER

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

With the coming of four-in-hand ties, he became more artistic in his neckwear tastes, and the variety of hand-tied scarves which are now placed before his eyes has so cultivated this side of him, that he scorns anything so base as a made-up tie of this description. But he won't scorn this one. Manufacturers have learned the desires of the dressy man in regard to made-up neckwear, and they have bent their energies to making a tie, which, when worn, cannot be told from one tied by hand. The shield derbies showing are such a good imitation of the hand-tied variety that only a close examination would show their real nature. For wearing with the fold collar, they should be a very good line for all dealers.

Graduated four-in-hands, imperials and now and then a few Windsor ties are also in fair demand.

Green is a color which promises to be a leader for Summer trade. A good deal of red and black mixtures are selling now, but it is not expected that this demand will keep up much longer.

There is a greater variety in the cut of the ties than a few months ago. Bias stripes were for a while about the only thing that dealers could handle in quantities, but many new and taking designs are now shown in vertical stripes, and even horizontal stripes are selling, though the latter are confined to a cheaper trade.

* * *

Gloves.

IT IS apparent, to judge by the numbers of samples showing, that knit gloves will be in even better demand for the Fall and Winter of 1902-3 than for the season just past.

Both whites and colors will sell well, but a new shade of grey, which is about the only striking innovation, is likely to make a difference in the sale of white gloves. The grey will be pushed hard by manufacturers and its success is not doubted. Blues and dark reds figure prominently among the solid colors, which are in somewhat greater variety for the coming Fall.

The same neat patterns which were so successful during the previous season are shown, and others in rather flashy designs are spoken of as likely to play a prominent part in the glove trade of the coming Fall.

* * *

Umbrellas.

NEITHER manufacturers, jobbers or retailers have any reason to complain of the business they have been able to do in umbrellas during the past few weeks. Exceptionally wet weather has caused a movement in this line which has been of longer duration than usual and which is still at its height.

The new automatic umbrellas are growing in public favor, and should be part of the stock of every retailer. Several improvements have been made on the first self-opening umbrellas, and the one now in best demand does away with the button-pressing arrangement. The ends of the rods end in a patent cup, which is merely pulled back to open the umbrella. The advantage to this is that it can be much more easily repaired than other kinds. Self-closing umbrellas are also on the market, but they have not met with the same success as the others. These are well made and there is no danger of their shutting suddenly in a shower, but the very thought of such a possibility makes some people think hard.

But with all the new notions in umbrellas the ordinary kind still sell best. Fine horn handles, tipped with oxydized silver are most popular with the fine trade. Boxwood crooked handles also are in large demand.

Among the newest handles are the snakewood, hairwood and pine cuts. Many of these are ornamented with ivory, some with gold.

Street Novelties.

IT will pay some city retailers to keep an eye on the street fakers. In most cases these gentlemen sell articles that could be handled more profitably by the men's furnisher. There is one store in Montreal which is now selling two or three articles that were introduced to the city by fakers, and the demand for them is very good.

An advantage that the retailer possesses is that he can sell such goods to customers who wouldn't buy them from a man on the street. In the store their merits can be explained, not, perhaps, as eloquently as they are proclaimed on the street corners, but with a more attentive listener. No man wants to stop and give one of these sidewalk merchants five minutes to show his goods, but when in a store he is in a better humor for it.

Recently a man went the rounds with an arrangement to keep the coat collar in shape. It was merely a bit of spring steel which could be hidden away under the collar, but it was a useful novelty, and, I dare say, the faker sold a good many. This would sell in a men's furnishing establishment better; not, perhaps, to the best of the trade, but to the average man. Then there have been trouser stretchers, a device for keeping the trousers in shape, for hanging up the clothes, etc. All these articles are looked upon as more or less fakes when in the hands of the street-peddler, but in a store their merits are examined and given credit for. As a rule, there is a very large profit to be made on them.

* * *

A New Hosiery Special.

THE accompanying cut represents a new brand of cashmere hosiery which dealers will find it profitable to handle. It is put on the market by Messrs. Matthews, Towers & Co., who are the sole proprietors of it. This hosiery is fast black and absolutely unshrinkable, and is of exceedingly good value.



* * *

Laundering the Collar.

THE remarkable favor shown by young men to the stand-up turned-down collar has led to all sorts of attacks upon it. In England the laundryman has got after it. Says a London correspondent: "The proprietor of one big laundry has solved the problem by raising prices. His customers have received neatly-printed cards informing them that hereafter the price of washing and starching the double-collar will be 1½d., instead of a penny. The card further explains that the increase is due to the increased cost of starch, soap and labor. The collar objected to by the laundries was put on the market five or six years ago, just for the sake of putting out something new, but with the belief that the wearers would get tired of it after one season. That's where the manufacturers made a costly mistake. The double-collar has increased in popularity every year for five years, until now 45 per cent. of all the collars worn in the country are double high collars."

Spring and Summer 1902.

Matthews, Towers & Co.

14 St. Helen Street, MONTREAL.

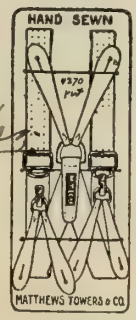
Umbrellas

Spring is the season of all seasons when people require good, reliable, up-to-date Umbrellas. We have an extra large range running in price from $4.50 up to $72.00 per dozen.

Neckwear

Our range of stylish, fashionable Neckwear is the standard of excellence. Our designs are conceded to be the very best and latest. See our travellers' samples before placing your order elsewhere.

Braces



Our Special Lines in

ENGLISH HAND-SEWN BRACES

controlled by us in Canada, are the best sellers in the market to-day in high-class reliable goods.

LETTER ORDERS CAREFULLY FILLED.

SPRING and SUMMER HOSIERY

—1902—

In Men's, Women's and Misses'.

COOL FEET

THERE'S NOTHING IN THE LAND THAT CAN BEAT

"COOL FEET" HOSIERY



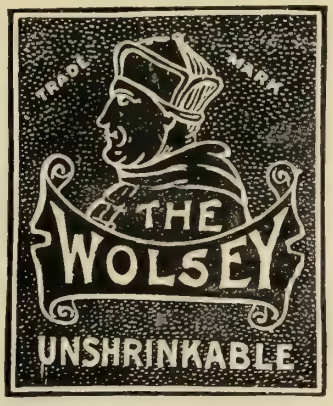
Matthews, Towers & Co.

14 St. Helen Street, MONTREAL.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

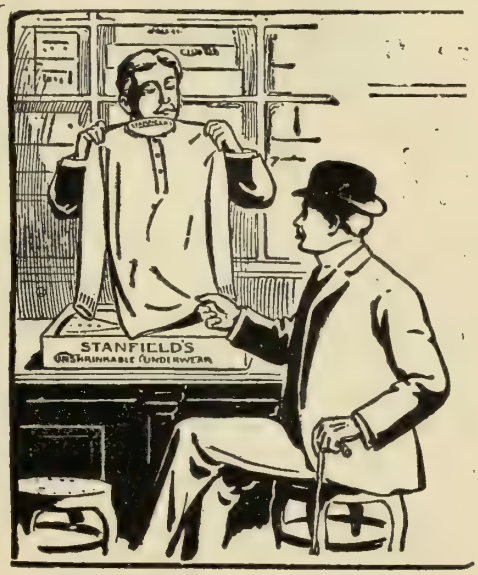
We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.

A Salesman's Story.



"Yes, Sir! This is Stanfield's Unshrinkable Underwear, manufactured from pure Nova Scotia combed wool by The Truro Knitting Mills Co., Limited, Truro, N.S, the largest manufacturers of high-grade underwear in Canada. Stanfield's is the only underwear in the world manufactured from pure Nova Scotia wool. This wool is famous for its great strength and wearing qualities, its elasticity and softness. Always a perfect fit—always comfortable. It will not stretch with wear or shrink with washing. Their guarantee to us is the strongest possible, 'Money back if they shrink in the wash.' For comfort and durability we recommend Stanfield's to you every time. A satisfied customer is our best advt. Is it yours?"

Stanfield's Unshrinkable Underwear is sold direct to the high-class retail trade by our own travellers only.

THE . . .

Truro Knitting Mills Co.

Limited

SOLE MANUFACTURERS,

TRURO, N. S.

Dealers and Their Stores.

COLWELL BROS.

THE firm of Colwell Bros., Halifax, carry one of the largest and best assorted stocks of men's furnishings in Canada. Their goods, like the men who carry on the business, are up to date, and this is why it is safe to assert that in their line they do a very large trade, one which will equal, if it does not exceed, any in the Maritime Provinces.

The members of the firm are Messrs. Harry S. and J. Frank Colwell. They were born in St. John, N.B., which often gives Nova Scotia and the other Provinces some good men. Twenty-three years ago Mr. H. S. Colwell went to Halifax, and entered the employ of G. M. Smith & Co. Later, he engaged with McAulay Bros. of St. John, and subsequently spent a year on the road as traveller. Mr. J. Frank Colwell also was engaged with McAulay Bros.

Twelve years ago they concluded to start in business for themselves, and opened a small store on Hollis street. At that time the staff consisted of the two brothers and a boy. The shop was opened at seven in the morning and closed at 12 o'clock at night. The heads of the firm at that time kept their books, how and when they could find time — in fact, did anything and everything. One thing is certain—they made money. The staff to-day counts 20 all told; from a small store the firm has enlarged to a commodious one on Hollis street, where two flats and a storeroom are utilized; while the business has so enlarged that a second large store, two years ago, was opened on Barrington street.



Mr. H. S. Colwell.



Mr. J. Frank Colwell.

These stores are stocked with the finest lines of goods; they are equipped with the Lamson cash system; the books are kept on the Copeland-Chatterson system; the handsome showcases act as "silent salesmen," and every time and labor-saving device that can be procured is utilized—no matter what the cost—and added to this is careful and persistent advertising. Instead of working 15 to 18 hours a day, Messrs. Colwell Bros. were among the first to suggest and push forward to accomplishment the early-closing movement, which gives to the clerks of the city nearly every night in the week for rest and recreation.

Such is the result, in the period of 12 short years, of industry, integrity and a thorough knowledge of the business unkertaken.

Seven years ago Mr. H. S. Crowell visited England and there made arrangement with the manufactures for the purchase of their goods at first hands. The firm only handle the very highest class of goods, and whether English, Canadian, or American, they are ordered direct from the makers. For some years the firm have made a specialty of the glove business, and in this they cater to the custom of the ladies as well as the gentlemen. Their glove business, they claim, is much greater in proportion to their other lines, and they do the "exclusive ' trade of the city. Some five years ago the firm added to their regular lines that of hats, trunks, valises, and both ladies and men's travelling cases—the latter being carried in lines as high as $50 to $60. They are the sole agents here for the Dr. Jaeger Sanitary Woollen System, and for Dr. Deimel's Linen Mesh Underwear, in both of which they do an immense business. Shirt-making has also been lately taken up.

An odd feature in connection with their business is that in Winter you can always buy Summer goods, and vice versa. The necessity for this arises from the fact that in the Winter season very many people leave here for the West Indies, where furs and heavy woollens are not required, and every tourist has learned that at Colwell Bros. they can be fitted out for these excursions with everything they require. In Summer, if you are off for Labrador or the frozen North, Colwell Bros. can fit you out.

Messrs. Colwell Bros.' stores are models of neatness; they themselves are affable and pleasant—nice men to meet; they have a staff who follow the example of their employers. All this makes trade and keeps it. Added to this the Messrs. Colwell are good citizens, and find time from their business to interest themselves in any movement for the welfare of the city.

* * *

Mems. for Buyers.

CAULFEILD, HENDERSON & BURNS are finding the most fashionable colors in men's knit gloves for Fall wear will be white, grey and cardinal. These colors will be worn by many.

The Niagara Neckwear Co. have a new weave and design of silk for the Summer trade, "Greno-Vanessian," which will be shown about May 1. It is a style that has never been shown

Do You Want a Price Shouter?



H.B.K. No. 260 Knitted Mitt

Sometimes only price talks.

Once in a while quality only.

Most of the time both at once—with us.

But—if you want a price talker, something that will drown out all other prices in your town, this No. 260 knitted mitt is a regular howler for price.

'Has a muleskin palm well turned over the back—thumb all muleskin.

Knitted edge rolled wrist and hand.

The Price is $2.50 per Dozen.

The Hudson Bay Knitting Co.

No. 30 St. George Street

Montreal.

before and the colorings are rich, quiet contrasts, and will be greatly sought after by up-to-date merchants in every city who want neckwear that is new and what others have not got. They are showing a very pretty range of Granite de Joinvilles, 4⅛ x 44. All high-class haberdashers will appreciate the form, combination and shades of this scarf. It is quite new.

Bleached underwear will be the principal seller in ribbed underwear this year, say the Wyld-Darling Company, and they show a big range of it in sleevelets, half sleeves, and long sleeves. These can be retailed at 10 to 50 cents each.

The Dominion Suspender Co., Niagara Falls, are showing an exceptional line of suspenders to retail at 25c., all stamped "Trade D Mark" which denotes well finished, substantially made, full-length guaranteed suspenders. It is the desire of the Dominion Suspender Co. that every haberdasher compare them with any goods on the market at the same price. They are also having a large sale on their celebrated "President" suspender. They have another novelty named the "Wizard" suspender which is now among their travellers' samples.

John Macdonald & Co. show lines of tan and patent leather belts which are worth inquiry. In men's caps they show navy, serge and fancy tweeds to retail from 20c. to $1. In black cashmere half-hose they have something special to retail at 25c., and also a special in brown and blue mixed cotton socks, regular goods, at mill prices.

Messrs. Hamilton, Berkinshaw & Co., manufacturers of the well-known "Royal" brand of shirts, collars, cuffs, etc., 43 Yonge street, Toronto, report an exceedingly busy season. The "Royal" brand is seemingly particularly popular this Coronation year, yet this only in a measure accounts for their increasing business, the excellent quality of their goods taking first place. At present Hamilton, Berkinshaw & Co. are making a specialty of regatta shirts for the Summer season. A feature of these goods is their matched stripes and their reversible cuffs (stripes horizontal on one side and vertical on the other), together with a reputation for perfect fit. The firm are also large manufacturers of overalls, whose best recommendation is that they are "made to wear."

April being a wet-weather month The Brock Co., Toronto, have a range of umbrellas, retailing from 50c. to $5 or $6 each, in durable cloths, a variety of handles, most of them fitted with the 20th Century patent runner. Men's and ladies' waterpoof garments are shown in every style, with special reference to a man's grey covert waterproof coat, in all sizes, retailing at $2.50 to $3 each. The department is clearing a line of heavy web men's braces, for 25c. retailing. In fancy shirts their latest is the "Waco," for $1 retailing, short bosom, open back and front, detachable cuffs, shown in blue and ox-blood stripes. The new neckwear range is magnificent, with many ties for first-class trade.

The rapid growth of The Standard Umbrella Co. would be remarkable were it not that the umbrellas made by them fully justify the increasing business, and in their new building at 6 Lemoine street, Montreal, where the newest and best machinery has been installed, the quality of their goods is likely to be still further improved. This is a model factory, capable of turning out the finest umbrellas in Canada. Expert hands, with years of experience, have been engaged, and it will pay to get their samples and quotations, which will be sent to any merchant applying for them. The Standard Umbrella Co. have been given the exclusive control in Canada of the "M. & F." self-opening umbrella, an improvement on the old style of self-opening umbrella, which opened by the pressure of a button, for it works as easily and can be mended over and over again, which is not the case with the button self-opener. Self-closing umbrellas are also a feature of the new factory, and, together with the self-opening goods, they are in good demand by the trade throughout the country. Both these automatic umbrellas are made on the most up-to-date principles, with scarcely any extra weight, and should be good lines to handle.

As the time for outdoor pastimes is almost on hand, Caulfeild, Henderson & Burns are showing a full stock of cashmere and cotton jerseys and knickerbockers suitable for athletic purposes. They make a specialty of baseball suits and have them in many colors, principally in greys, maroons, cardinals, browns, blacks. Their assortment of bathing trunks and suits is varied and intending purchasers will find it to their advantage to order early before the stock is broken as there is a scarcity of this class of goods every year. Caulfeild, Henderson & Burns are offering this month something of a novelty in the shape of two ring ties, the "King" and the "Chamberlain." These are of their own get up, are made to represent the ordinary Windsor tie, folded with a ring They are meeting with ready sales. They may be had in a new range of silks in spots and stripes made especially for them.

Mr. Robt. C. Wilkins, finding it impossible to handle his ever-increasing business in his present premises, will move into his new factory on St. Catherine street, corner of Bleury street, where he will have double the space he now has. His new factory is so situated that the street cars from every part of the city reach this point. Travellers for the "Rooster Brand" are now out with Fall samples, and they are in a position to make a special bid for lumbermen's, miners' and workingmen's clothing outfits better than ever before. Mr. Wilkins has made a special effort in duck coats and smocks and pants and shirts for the Northwest trade and which are also suited to any other portion of the country where people work. News has just been received from Washington that Mr. Wilkins has been allowed his patent for the United States for his "Safety Watch Packet" which he uses on shirts and overalls, etc.

* * *

A Hint for Dealers.



To Tie the Four-in-Hand and Derby.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR, FLEECE SLIPPERS, and Other Specialties.

To be known as agent for **JAEGER'S UNDERWEAR** recommends you as a retailer of good quality and reliable articles at a moderate price.

For Fall Season 1902 we have arranged very liberal discounts to the Trade.

Dominion Agents for English Manufacturers:

Young & Rochester

Shirts and Shirtings for SPRING.

The full range of Dressing Gowns, Smoking Jackets and Winter Vests are now in hands of our travellers.

Finest ranges of Flannel Outing Suits shown in Canada.

CORONATION NECKWEAR.

Tress & Co.

HIGH-CLASS LONDON MANUFACTURERS

— OF —

HATS and CAPS.

We are this month showing latest styles for Fall.

SPECIAL VALUES IN PALM LEAF AND FINE STRAWS.

Felts, Silks and Straws.

If not in Toronto write and arrange for our travellers to call.

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES in all classes of HOSIERY and SHIRTS **London, England**

We beg to announce that Messrs. Cuffe, Pooler & Douglas, of Toronto, are showing ranges of our samples in the following lines :

"Silean" and "Llama" Hose and Half-Hose,
" " " Shirts and Pants,
" " " Vests and Combinations,
Sweaters, Cardigans, Knicker Hose, Jerseys,
White and Colored Shirts and Tennis Shirts,
Collars in all the latest shapes.

Everyone interested in these goods should see these samples before placing their orders.

KINDLY NOTE ADDRESS:

CUFFE, POOLER & DOUGLAS

1 WEST WELLINGTON ST. (Corner Yonge) TORONTO

Your Customer

WILL ASK YOU FOR THE

Beaver Brand Macintosh

Guaranteed Waterproof and Never to Harden.

Write for Spring Catalogue, showing all the latest styles.

The

Beaver Rubber Clothing Co.

Limited

1851½ Notre Dame Street Montreal.

The National Anthem is known in every City, Town and Village in Canada.

THE

NATIONAL RUBBER CO'S

Waterproof Clothing

FOR MEN, WOMEN AND CHILDREN comes a close second.

445 St. Paul Street, MONTREAL

WRITE US FOR SAMPLES AND PRICES.

REG° TRADE-MARK
Cravenette
PROOFED
—BY—
CRAVENETTE
CO LTD

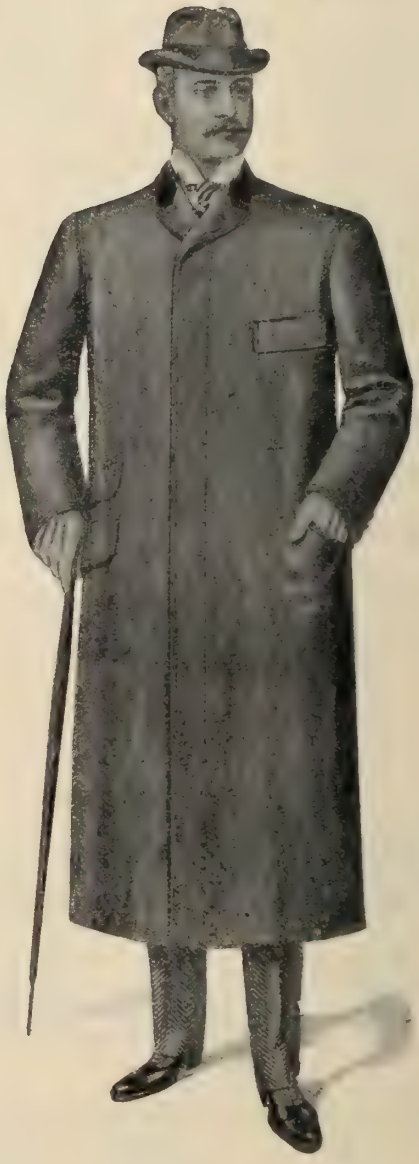
Cravenette

Cloth

is asked for by every lady and Gentleman ordering High-Class Waterproof Garments. The ladies who want the best material for a Rainy-Day Skirt will have no other.



Can you supply your customers with this cloth? Nothing can take the place of it in regard to appearance and quality.



S. Greenshields, Son & Co.,

Sole Selling Agents for Canada.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

CORONATION YEAR

Royal TRADE MARK

GOODS WILL BE POPULAR

The "Royal" Shirt's many good points are only known to those who stock them.

A new shirt a year ago, to-day handled by hundreds of customers.

Its perfect-fitting qualities have **caught the attention of the wearer.** Its washing qualities have been proven, tested and tried. Made only of the most undoubted Regattas—Colors never fade until garment is worn out.

Most shirts are discarded, **faded, before worn out.**

THE "ROYAL" COLORS NEVER FADE.

Many features, such as Carefully Matched Stripes, Hand-Laundering, thereby assuring uniformity of stripe, Double Stitching on Front, are all qualities confined to the "Royal" Shirt

NO SHIRT DEPARTMENT COMPLETE WITHOUT THE "ROYAL" SHIRT.

HAMILTON, BERKINSHAW & CO., 41 Yonge Street, TORONTO.

Letter Orders Carefully and Promptly Attended To.

LABELS Any Shape 1 to 17 Colors Every Process . . .

Costume Tickets. Stock Labels. Designs Submitted

LEVY & CO., Printers TORONTO

19 LEADER LANE.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1985.





THE CANADIAN DRESS CHART.

APRIL, 1902.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING.	EVENING WEDDINGS, BALLS, RECEPTIONS, FORMAL DINNERS AND THEATRE.	INFORMAL DINNER, CLUB, STAG, THEATRE PARTY.	BUSINESS AND MORNING DRESS.
Coat.	Frock, black or dark grey.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Black or grey worsteds.
Waistcoat.	Black or fancy cloth in Winter, white or fancy linen in Summer	Black or fancy cloth in Winter, white or fancy linen in Summer	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones, or same material as frock coat.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera, crush.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs. Soft or stiff front.	White or colored, with white cuffs. Soft or stiff front.	Flannel, with white collar and attachable cuffs.	White, plain, or with fancy front.	White.	Colored or white. Soft or stiff front.
Collar.	High straight or high turned-down.	High straight or high turned-down.	High or turned-down or hunting stock.	High standing or high turned down.	High standing or high turned-down.	High standing or high turned-down.
Cravat.	White silk ascot or dark blue or black foulard. Lavender may be worn at weddings.	Dark shades, ascot, bow, or four-in-hand.	Ascot or hunting stock.	White, not made up.	Black, not made up.	Dark shades.
Gloves.	White or grey suede at weddings, tan or grey on other occasions.	Tan, or grey suede.	Tan.	White or pale lavender.	White or pale lavender, or grey suede at theatre party, gloves unnecessary on other occasions.	Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

TELEPHONE : MAIN 2927 CABLE ADDRESS : "TIMA"

The
International Mercantile Agency
JANES BUILDING of Toronto

beg to announce to the Manufacturers and Merchants of Canada that they have the most effective system for collecting past due and old accounts in Canada, United States and Europe, without using offensive methods to debtors. Our reputation has been established by doing business on business principles, and prompt remittances, and we will be pleased to refer prospective clients to the hundreds of patrons we are doing business with.

We will be pleased to quote our rates on application or send one of our representatives to call on you.

Correspondence Solicited

The International Mercantile Agency
of Toronto

CEETEE
PURE WOOL.
Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new eatures in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

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UMBRELLA

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The Old Style—it takes time to open.

The Standard Umbrella Mfg. Co., 6 Lemoine Street, MONTREAL.

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NEW YORK - - - - - - Room 442, New York Life Building.

Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.
Published the first of each month.
Cable Address: "Adscript," London; "Adscript," Canada.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, APRIL, 1902.

WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER

THE STATE OF TRADE.

BUSINESS is generally good throughout Canada, both in the cities and the smaller towns, and Easter trade is pronounced to have been satisfactory.

Failures have not been numerous, and those which have occurred were, as a rule, fully anticipated. From inquiries made we do not expect anything but a good season, while reports received in some quarters would indicate a larger volume of business in dry goods for 1902; in fact, an exceptional year.

It has often been remarked that while Canada is affected, as every country must be, by activity or depression in the world's trade, she seldom experiences either of those conditions to the full. She is neither a country of booms nor one of collapses. She is more apt to be normal, with a healthy expansion when the world's commerce is buoyant.

During several years Canada has been passing through one of these periods of development and vitality. Immigration has been much larger. We have had exceptionally fine crops. The demand for our food products in Great Britain has shown an immense increase. There has been an actual increase of wealth, which finds expression in our railway receipts, our sales of lands, our banking currency, and the expansion of our import trade. This has been going on for 5 years, and cautious people have been saying that a reaction, however slight, would be bound to come.

Yet, so far in 1902, not only are signs of this reaction invisible, but the evidences seem to point to another upward tendency. Abroad, it will be noted, the prices of wool, cotton, iron and steel have begun to appreciate. The markets for all are strong, distinctly more so than in the Spring of 1901. Any merchant knows the significance of advances in raw materials. They are the almost certain and inevitable precursors of brisker trade in manufactured goods. The market is a rising one, although it may not affect the prices of goods sold this season. Still, it is a most encouraging sign and will impart a firmness and buoyancy to the Autumn trade which can hardly fail to have a beneficial influence all round.

THE REVIEW is not an advocate of overbuying, rash expansion and unhealthy booms. But there is such a thing as overcaution, and actual loss of sales due to excessive timidity. This is especially true of our out-of-town trade, where courage and enterprise are required to keep legitimate customers at home instead of letting them drift off to the cities. The city departmentals were never more pushing than now. They must be fought with their own weapons—an adequate range of goods, cash prices, prompt service, bright advertising, well-dressed windows.

We see a great year ahead for our dry goods merchants, and believe they will take advantage of it.

VICTORIA DAY ON SATURDAY.

IT is pointed out by some of our readers that this year the 24th of May comes on a Saturday, and, as it is a legal holiday all over Canada, merchants realize that it falls upon a day of the week most inconvenient for retail business.

Victoria Day was established in 1901 by an Act of the Conadian Parliament in accordance with the generally expressed wish of the people, who desired to perpetuate the celebration connected with the name and fame of the good Queen. Canadians had been holding this celebration for over 60 years and they desired to keep doing so. Accordingly the law reads:

> Throughout Canada in each and every year the 24th day of May, being the birthday of Her late Majesty Queen Victoria, shall, when not a Sunday, be a legal holiday, and shall be kept and observed as such under the name of Victoria Day. When the 24th day of May is a Sunday, the 25th day of May shall be, in lieu thereof, a legal holiday throughout Canada, and shall be kept and observed as such under the same name.

This, therefore, fixes the date on which law courts, banks, public offices, etc., must close. They could not celebrate any other date for this purpose than the one selected by the Act. There is, as far as one can see, no possible legal way of changing the holiday to an occasion less awkward for business purposes.

Having so long a notice ahead, merchants in each locality should agree among themselves as to what they will do.

CORONATION YEAR AND TRADE.

EXACTLY what shape the Canadian celebrations of the King's Coronation will take is not easy at this date to say. They may not be nearly so formal and general as was the celebration of the Queen's Diamond Jubilee in 1897, yet as the time draws near and people get worked up over it, there is no telling how far Canadian interest in the event will develop into popular enthusiasm.

The retail dry goods trade will make no mistake in being prepared as far as outward decoration and window designs are concerned. There should be stocks of flags and bunting ready, and those who can do a souvenir trade will make no mistake in being prepared for it.

In respect to window trims, we should think that no enterprising house will consider the time lost in preparing something pretty for Coronation week. To omit all notice of the event in this way would, we believe, be a trade error. It would look out-of-date for a merchant to ignore the great celebration in London when his town is talking about it and perhaps celebrating it.

The brand "Coronation" on certain goods is having a run this year, and the Autumn fashions will, in some particulars, bear the impress of the event—in colors, designs and other ideas. It is necessary for the live merchant to keep up with the procession in these matters. To lag behind is to create a poor impression in one's own locality.

While it is not at all probable that the enthusiasm in Great Britain will be reproduced in Canada, it's a safe prediction that the Coronation will lead to celebrations that have a direct trade concern.

NO CHANGE IN WOOLLEN DUTIES.

"NO changes in the tariff" is still the trade policy of the Dominion Government. Mr. Fielding so announced himself in the recent budget speech, and those industries which press for revision must possess their souls in patience until next year, or, at any rate, until the general election is within sight. That is usually a time when politicians in office are wont to listen to requests with a friendly ear.

Nothing was left undone to convince the Ministers that the time to raise the woollen duties was now and not later. It is reported that the Minister of Finance was made aware in strict confidence of the actual profits of some mills, and was given every insight which could assist him in advising his colleagues as to the exact condition of the industry.

There was a belief in some quarters that a change in the scale of duties would be made. This belief, if it existed, was evidently ill-founded. Apparently, the Canadian Government is of opinion that for the present the Canadian mills have enough protection and are not being subjected to injurious competition. Time will show.

While we believe that stability of tariff and the British preference are both desirable features of our national trade policy and should be retained, we believe that the prosperity of home industries is an element of equal advantage, indispensable to the business interests of the country.

If the Dominion Ministers are thoroughly satisfied that the grievances of the woollen mills lack basis, their information must be newer and fuller than our own on this subject. It remains to be seen what will happen.

INSURANCE POLICIES.

In another portion of this issue will be found a copy of the circular issued by Mr. Paul Jarvis, secretary of the dry goods section of the Toronto Board of Trade, with the authority of the section, relating to fire insurance policies. It is well worthy the careful persual of our readers. It has been prepared with pains, so as to get at all the chief points of importance connected with fire policies. Being insured is now regarded by every live merchant as a clear necessity. To have the policy contain the right clauses so as to constitute a real value and protection in the event of fire, is an object of much importance. The circular, therefore, is a valuable piece of work by business men for business men, and will be appreciated accordingly.

CLEAN MONEY.

The daily newspapers, taking up the agitation which went on in these columns for clean bills, are now making life (more or less) miserable for the banks.

The Government bills, $1, $2 and $4 notes, are to be renewed, as recently announced in the House of Commons, but the banks have the matter in their own hands as respects their bills.

We have little doubt that the banks, which are so rich and find the note circulation so profitable, will respond to the popular demand; call in a lot of their dirty, diseased and worn-out notes, that look as if they had been through the wars, and replace them by tasteful, clean bills.

The chief difficulty is that banks know well that people are pleased to get money any time, and will be glad to take a dirty bill if a clean one is not handy.

NEWFOUNDLAND AND COMMERCIAL TRAVELLERS.

According to information from Newfoundland received by THE REVIEW, the proposal to put a tax of $100 upon commercial travellers from places outside the island has been successfully opposed. Our information is that for the present year at least no more will be heard of the proposition.

We congratulate Newfoundland upon her good sense. As an independent self-governing colony of the British Empire there can be little doubt of Newfoundland's power to regulate her commercial policy to please herself, and therefore, a tax on visiting commercial men would be constitutional, but it would be narrow, ill-advised and unfriendly to all communities doing business with the island. We would like to hear of Prince Edward Island repealing her enactment along this line.

NEW BRUNSWICK INSOLVENCY LAWS.

ADVICES from New Brunswick state that the Government in opening the session announced that among the measures to be brought down would be one dealing with the Provincial insolvency law.

We have heard nothing more of the matter, but observe in the newspapers an announcement that Mr. A. B. Copp, one of the members for Westmoreland, has introduced a Bill to amend the law relating to the arrest, imprisonment and examination of debtors. His proposal is to provide rules for the attendance of witnesses, and to make such attendance compulsory in disclosure cases.

As this measure is introduced by a private member, and not by a member of the Government, we assume that it is not the Government measure which was promised. In any event it appears to be in the right direction and to indicate that the tendency is to strengthen and not to weaken the present laws in the Province respecting insolvent estates.

It is very much to be regretted that there is no general Dominion insolvency law. By leaving the matter in the hands of the local Legislatures two great objections are created, first, that the law is not uniform for the whole country, secondly, that changes are liable to be made frequently without the knowledge of those most interested. Both these features militate against trade.

We have never advocated a Dominion law which would not be fair all around. We see no reason why a Dominion law should not be simple and not too lengthy. The matter is one clearly within the powers of the Dominion parliament, and its failure to legislate is a reproach to our federal parliament.

Still, if the various Provinces are going to keep amending the law every year or so, there ought to be some means of letting people all over Canada know what is being done. This is the reason why we direct the attention of our readers in other Provinces to the present measures or promises of measures in New Brunswick.

CARTAGE CHARGES.

THE question of cartage charges has been agitating the retail trade for some time, and is again being raised in certain quarters. We have received letters from retail merchants on the subject, which would seem to indicate that the whole question in all its bearings is not fully understood.

A couple of years ago or so, by an arrangement between the railway companies and the cartage companies in the large cities, the charges for cartage were made out separately in the bills from the ordinary freight charges. An account for a package of less than 100 lb. shows one sum only, and no cartage is mentioned, although the charge is there all right. But whenever the package runs over 100 lb. there appears a reight charge of 35c. and a cartage charge of 10c. The cartage is 10c. up to about 200 lb., and increases by a fraction for every extra 100 lb., according to the distance.

The wholesale trade, as well as the retail trade, both pay the charge in precisely the same manner. The wholesaler receiving goods pays the cartage charge, just as the retailer receiving goods pays it. They always paid it, though formerly it was classed in with the freight. But latterly, owing to the way in which the bills are made out, the cartage charge is given separately, and thus attention is drawn to it.

One correspondent of THE REVIEW states that all the wholesale houses are not making this charge, but that only some of them are. We do not know of any firms which are bearing this charge on goods shipped to their retail customers, but if any of our readers do know we shall be glad to be informed. The railway companies state that no wholesale firms will be permitted to make any arrangement with them by which the cartage charges are borne by the shipper. The companies say that if such an arrangement is made, it must be a private one between the shipper and the retailer.

Now, the question may be asked, is it fair that the retailer should pay the cartage charges? There is something to be said on both sides. We must admit that from the retail standpoint there is a great deal of force in the contention that retailers should not be asked to pay cartage. For this reason: If a retailer is situated in a city the wholesaler would deliver the goods to him and pay the cartage charges. If a retailer happens to be 20, 40, 80 or 800 miles away from the wholesale house, does the distance affect the principle? Ought the retailer to be asked to pay the cartage charge within the city boundaries, which his fellow-merchant in the city is not asked to pay? We shall be very glad to hear from our readers on this subject, as it is one which will bear discussion.

SURPLUS U. S. PRINTS.

In spite of the 35 per cent. duty on United States cotton goods, especially prints, it is quite surprising how easily the Americans can make this market a clearing ground for surplus stock.

There is said to be quite a lot of American prints in the market this Spring, which are evidently being sold at a loss to the maker. One line we saw was that of the ordinary 12½c. print, which is sold in great quantities in the United States at that figure.

This line had been imported into Canada, paying the 35 per cent. duty and all other charges, and was being sold here for 10c. It is evident, therefore, that at certain seasons of the year and in certain lines it is extremely difficult for our manufacturers of colored cottons to meet United States competition.

The rise in price of raw materials is making manufacturers bold. Canadian makers of cotton hosiery (the cheaper lines), overalls, working shirts, etc., are asking advanced prices from the wholesale trade. If the raw cotton market holds firm they are pretty sure to get what they demand.

Waists

Silk, Cotton, Flannel, Albatross and Cashmere.

THE FORTHCOMING STYLE.

MANUFACTURERS are still busy shipping goods all over the country for the Spring season, and a number of late orders and repeats are still being received. It is, in many respects, a record-breaking season.

* * *

The great demand at present is for soft-finished materials, and in waists taffeta is a leading material. Merv is selling only in limited quantities. Peau-de-soie is going well and bengalines, also, have been in good demand. Moire is now very strong in the United States, but the heavy demand for it here has not set in yet.

* * *

More lawn waists than ever will be sold. Short-sleeve waists are considered good in small quantities, but, for the most part, in the higher grade of materials, and to retail not less than $4.75. China silks, with lace insertion, to retail at $3.75 to $6 will be safe for the midsummer trade, and it is expected that a great many of these will be sold. Fine lawn waists will be sold as high as $15 each by the more exclusive retailers. These goods are very handsome and mostly trimmed with fine laces and embroidery.

* * *

The Gibson waist is sure to be a leader during the coming Summer and may even be in demand for Fall wear. One firm we know of had this style out and sold six months ago, and are more than pleased with the repeats received for them from all over the country, from Coast to Coast. They were particularly successful with this style in black and white moire, velour silk, and black and colored taffetas. Dealers ought to have this style displayed for the present trade. Among the handsome Gibson waists shown to "The Review" representative were some moire waists, which were made extremely plain, with two rows of black crochet buttons down the front and military straps on the shoulders and front. As many Canadian women took advantage of the Easter excursions to New York, they would be impressed with this style there, and if they did not purchase there they will certainly be inquiring for them here.

* * *

Many albatros and cashmere waists at popular prices will be taken, and no retailer should be without an assortment, however small.

* * *

The coming Summer season is to be a bright one in the shirt-waist trade; bright for manufacturers, bright for retailers, and bright in colors. White sells best, bright cerise is, perhaps, next; black is staple, but not up to its former standard of popularity, for everything to sell must be light and one might almost say flashy were it not that the colors used are of delicate shades. Pale blue, reseda green, dark nile and old rose are all selling colors.

* * *

In styles, there is not a great change from Spring to Summer, only that lighter effects and brighter shades will be used in the latter season. Albatros, for Summer, will be best unlined. Collars will not be as high nor as stiff as in the Spring styles.

* * *

The coming season will be a good one for washable silks and other light-weight materials for waists and suits. Ponges, Japans, etc., are good, and as a darker shade for Summer drab will take well in suits. Low necks and short sleeves are shown by the manufacturers, but though this style in a great thing in the United States, it is thought, in Canada, a little "too, too." American manufacturers can claim in this regard that we are still too conservative.

* * *

Some very beautiful crepe-de-chine waists are being shown, trimmed in the yoke effect with black silk-backed velvet. These goods were handsomely trimmed with turnover cuffs and collar, and would retail at about $9.

* * *

In skirts, the high-priced goods are being asked for, the cheapest goods not being fancy enough, and skirts have been sold as high as $50 apiece. There is a great deal of lace and applique frill, long trains—"regular street sweepers"—as one manufacturer termed them.

* * *

The popular dress now is composed of the pongee waist, black taffeta skirt and black-silk jacket lined with white which is carried on the arm, with the lining, of course, outside.

* * *

A great variety of shirt-waist suits have been worn since the beginning of Spring. Albatros and pongees, trimmed with applique and lace are among the prominent materials in them.

TRADE NOTES.

The American Silk Waist Manufacturing Co. report themselves as more than pleased with the Spring trade. Repeats were very heavy and an increase in the shipping was shown of three times that of last year at this season. Buyers have had full confidence in their goods and have ordered as high as 500 silk waists of one style alone. The firm have been very successful with American styles, and buyers having been successful before with their goods have bought freely this season, which shows them to be a very reliable firm. Their trade in silk dress skirts is improving. Canadians are growing more and more into the American way, terms and prices being no object as long as the goods are right, and they can rely on the trade mark. They are now preparing the shade cards for next Fall, and show a great variety of Coronation shades. They are supplying dry goods merchants all over the continent with these shade cards free. A card or letter addressed to them will bring one of the cards. Their travellers are now on the road with samples of Summer goods, silks only, lined and unlined waists, and dress skirts.

The New York Silk Waist Co. have had a very successful season and are especially well satisfied with their western business for Spring. Although it was the first season they were represented, the volume of business done was very large. They have been able to deliver all Easter orders promptly, which speaks well for the management of this concern. Their representatives are now starting out on a sorting trip, and a few novelties for the midsummer trade are shown in China silks and washing taffetas, trimmed with insertion and embroideries. A complete range of Gibson waists, in all the newest materials, are included. They have recently issued a new taffeta shade card, containing all the latest shades for the next Summer's trade. Dealers should make it a point to see this.

THE NEW YORK SILK WAIST MFG. CO.

Fit
Finish
Style
Quality



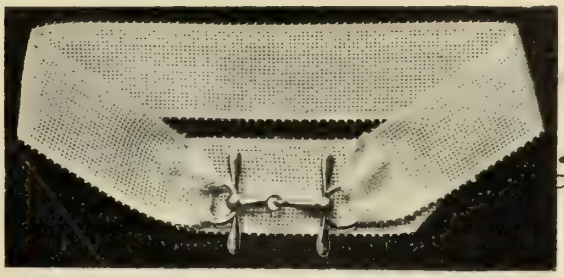


This Month's Leader to retail at $3.00.

NO. 145—Best quality Richesse Taffeta. Buttoned in the back. Front, back, and collar tucked. Latest cuff and sleeve, trimmed in fine insertion. Black only.

THE NEW YORK SILK WAIST MFG. CO.
40 St. Antoine Street, MONTREAL.
The Largest Exclusive Waist House in Canada.

THE LATEST FAD



A Washable Belt

To retail at **25c.**

It's made in **WHITE** and the popular **LINEN SHADE.**

Three Widths: 1, 1½ and 2 inches
WITH SNAFFLE BUCKLE.

Don't have to throw this one away when soiled—***WASH IT.*** Lead your competitor by ordering SAMPLE DOZEN NOW. HE WILL DO SO LATER.

Price, White or **LINEN**, any width, per doz., $2.25.

F. ROBERTSON & CO., Toronto

RELIABLE MERCHANTS WANT

Reliable Silk Waists, Skirts and Jackets.

WE MAKE THEM.

American Silk Waist Mfg. Co., 323 St James St., Montreal

THIS IS OUR TRADE MARK



ATTACHED TO EACH GARMENT.

THE

CANADIAN COLORED COTTON MILLS COMPANY

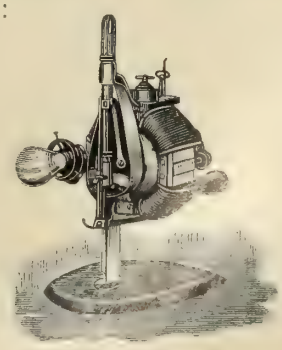
Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

The Essential Requirements of a good Cutting Machine are:

Accuracy, Speed,
Durability, Safety,
Portability, Economy.



These qualities are possessed by the **Eastman Electric Cloth Cutting Machine.**

EASTMAN MACHINE CO.
247 Yonge St., TORONTO.

Trimmings and Laces.

THE unusually large sales of laces reported by all wholesale houses point to a very wide use of that material during the coming Summer, not only for dress trimmings, but also for hats, blouses, parasols, etc. Nor is the popularity of lace to be confined to one or two classes of trade. To judge by the range of goods selling every woman who has any money to spend on adornment is going to put a considerable portion of it in laces, for the very finest lace sells side by side with the cheapest and commonest varieties.

THE COLLAR STYLES.

Lace collars are prominent. Canadian buyers in Europe have invested comparatively heavily in this line, and the trade can have a good choice. Both silk and cotton waists, in many of the handsomest patterns, show a very great deal of lace and embroidered work, some of them being practically covered with it. On waists, skirts and house gowns there is also to be an abundance of lace used. In fact, everywhere it is possible to work in a bit of lace or embroidery, there it will be used, and the dry goods merchant who is unprepared for this demand will miss a valuable portion of the season's demand.

IRISH LACE POPULAR.

Irish point lace is in particularly good demand, and galloons, edgings, and medallion effects are among the most prominent fashions of the time. All laces, however, are taken in large quantities, escurial, Chantilly, Valenciennes and duchess going about equally well. Wave insertions and medallions should be given particular attention. They are shown in the popular linen color, as well as black and white, and this color, in lace, is a necessary accompaniment to the linen waists and dresses that are to be worn. White lace will doubtless be used as a trimming for the linen dresses also, but the best demand for this purpose will be for the self-colored trimming. Along the same line are the linen effects with white embroideries. These have been a great success on the Paris market, and will very likely be a leader here.

THE RIBBON TRADE.

Jobbers report a very bright outlook for ribbons during the Summer. The trade has been picking up lately and orders are now coming in freely enough to warrant the belief that a big increase in this class of trade will be experienced. Every variety of ribbon appears to be in demand. The black-velvet ribbons, with satin or plain back, which have been in a continued popularity that has been somewhat surprising, are still being asked for, and will form an important part of the trade.

Narrow inchings must not be forgotten. There is already a brisk demand for them, and as the season advances, they sell even better. Some houses report several repeats for them. Black, black and white, and white take the lead in point of sales.

EMBROIDERIES.

In embroideries there is every indication of there being some scarcity in different lines this season. Though jobbing houses are pretty well supplied with lawn and muslin embroideries, which are now, perhaps, the best selling lines, it is expected that it will be difficult to add to the stocks, and the immense demand that is predicted for these goods may make the scarcity felt among the trade just at the height of the season.

The narrow widths in embroideries appear to be what is wanted for edgings, flounces, etc. This demand is growing among the best trade.

HEARD IN TRADE CIRCLES.

In laces John Macdonald & Co. show English and French Vals., torchon, Orientals, fancies and all-overs, and there is a good business being done in these things. In ribbons they show a fine range of silks, satins, duchess, taffeta and baby ribbons. This firm also report an excellent trade in white goods, such as muslins, lawns, nainsooks, etc. In embroideries, they are clearing some Swiss and Hamburg from 1½-in. to 10 inches.

Straw belts which were introduced into this market by Phillips & Wrinch, Toronto, a few weeks ago, are selling. Quantities of them are being turned out. They will be wanted for Spring and early Summer trade. We herewith illustrate one of the styles as worn, which looks very



dressy. Write for samples. Tucked and folded beltings, to retail by the yard, can be had from the same firm, in satin, sateen, taffeta and moire effects. Pleated belting, both for belts and trimming, has been selling well for some time, and still continues to be in good demand. Attention is directed to a special line of elastic belts which are just being put out by Phillips & Wrinch, Toronto, made after the "Phoebe" style, with a wide piece at the back and two strands of one-inch elastic. Something very tasty can be had from this firm to retail for 50c. In hair ornaments, a general line is selling. Probably the kinds most

The Gibson Waists

The Gibson Waist Suits

MADE IN ALL NEW YORK'S LATEST DESIGNS.

The Newest Craze

HAVING UNPRECEDENTED SALE.



NOTE THE WIDE SHOULDER PLEATS.

Waists

White Lawns
Linen Lawns } $12 to $36
Organdies

Wash Suits

Cambric
Lawns } $24 to $60
Organdies



NOTE THE WIDE SHOULDER EFFECT.

THE GIBSON STYLES

ARE PURELY AMERICAN, AND ENTIRELY NEW

YOU WILL NEED THEM

Can deliver these after April 15

We are entirely Sold Up until this date.

Boulter & Stewart, Manufacturers

13 Front St. W.
TORONTO

popular are the "Newport" roll, the "Vassar," and the "Pompadour" styles. In stray lock retainers, the "Ketchit" is the leader. It is a pretty little mother-of pearl article to retail at 15c. It can be had from Phillips & Wrinch, Toronto.

Attention is called to the advertisement of "Cushion Grip" hose supporters on page 64. Since this hose supporter was introduced, the sales have been phenomenal. It is quite likely that in a short time they will exceed the combined sales of all other side-supporters. The "Cushion Grip" is made with a felt button and felt shank, which is practically indestructable. It will not slip, or injure the finest hosiery. All materials put in this supporter are guaranteed to be of the best. Every pair is warranted. If you have not got them in your stock, we would advise your getting a supply at once.

The W. R. Brock Co., Limited, Montreal, have now very full ranges of ladies' cotton vests and hose, and are showing the latest things in fancy openwork hose. They also have a very full range of plain-ribbed cashmere hose.

It is stated on good authority that a certain house on the western side of St. Helen street, Montreal, which is famous for its silk department, has been doing even more than usual; one order, in particular, having come in for 94 pieces (50 yards each) of silk, 90 pieces of which were shipped the following day. So much for having the pluck to carry a large stock.

In the ladies' furnishings department of S. Greenshields, Son & Co., there has just been received an assortment of laces, in insertion and medallion effects, which will do well on this market. They are shown in the leading shades and patterns. A job line of handkerchiefs is offered, ranging from 20 to 70c. per dozen, the stock comprising a number of particularly good values. Ladies' and children's fancy parasols are something of a specialty here, to judge by the large collection, and in ribbed underwear and hosiery there is also an unusually good assortment at prices that give a large choice to all. Lisle and taffeta gloves, with dome fasteners, which are in such good demand now, are shown in white, black, and colors.

The buyer of The Gault Bros. Co.'s smallware department has just returned from Europe with many Spring novelties worth looking up. A particularly good range of lace collars, in all makes, which will be a leading feature this season, and Irish point laces, galloons, edgings, and medallions are being shown. Dress trimmings are in excellent variety. New applique and embroidered effects, in whites, blacks, and colors, and French organdie muslin, French chiffon muslin, pongenettes, lace insertions, and a variety of lace and embroidery tuckings are included in the stock. Narrow inchings in black, black and white, and white are in heavy demand and several repeat orders have been received. Small pearl buttons, balls and half balls, are moving very well, and the outlook for the button business is brighter than for some time. The ribbon trade is also picking up and a good business is looked for later in the season. In the ready-made goods the department is very busy with orders for their "Crescent" brand of wrappers, skirts, blouses, costumes, children's dresses, aprons, etc., and additions are from time to time being added to the stock. The increasing business of this department has rendered it necessary to add two full floors, one being used entirely for embroideries and laces, and the other for curtains and curtain draperies. Quilts are shown in a large range. Ladies' silk ruffles, blacks, whites and fancies are also well assorted.

John Macdonald & Co. report that their ready-made department is booming. They show a great variety of goods in ladies' blouses, ladies' underwear, wrappers, and outside skirts, in which the materials are fancy blacks, black and navy serges, Venetians, homespuns, and other leading materials.

The Wyld-Darling Co. show a range of cotton hosiery in black Hermsdorf dye for retailing at 15, 20 and 25c. They have special lines for retailing at a quarter of a dollar in their maco natural wool and red cashmere hose, with split soles, that should take; and in a better class at 40 and 50c. they offer a black hose with a white polka dot, and their No. 118 open-lace work. They also have a line of heavy cashmere hose, the AD, to retail at 25c., and ten different ranges of children's plain and ribbed goods. They have a complete line of neck ribbons in all colors in plain taffeta and fancy stripes for retailing at 25c. a yard.

The Brock Co., Toronto, have passed into stock a well-selected range of the latest novelties in ladies' shirt waists to retail from 50c. to $5 each, embracing white lawn, fancy muslin and silk goods. The value is A1, the style correct, and the fit perfect. They also show a large assortment of ladies' whitewear, and quote special prices on nightgowns, chemises, drawers, and corset covers. There is to be had a large assortment of plain and fancy ribbons at unsurpassing values. They include some extra values in plain taffetas, 36, 45 and 60 lines; also some choice selection in fancy ribbons direct from Switzerland. The demand for these goods is very active.

Brock's, Toronto, made a great hit in receiving one of the latest novelties in cotton creations in the shape of mercerized Madras suitable for ladies' shirt waists. This can be had in black or white to retail from 25 to 40c. per yard. The patterns are plain or fancy stripes, floral or figures, wash and wear well, besides having all the appearance of an expensive silk. In Victoria lawns they show several lines, A10 to retail at 10c.; B10 at 12½c. and 15c.; C10 at 20c., and D10 at 25c. Samples of these may be had on application.

THE WISH FATHER TO THE THOUGHT.

"There is every prospect of a third party being formed in the House of Commons," said a prominent Canadian woollenman recently in a half-serious tone, "and it may have far-reaching consequences. This party will be called the party of Transportation and Protection, and 'Canada for Canadians' will be its motto. All old ideas will be rooted out of its platform and the lines followed by those old landmarks, Brown, Mackenzie and Dorion et al., and Macdonald, Tupper, Cartier, et al, will be eliminated, and the new party will consider as its first and most important duty how to preserve the Canadian market for the Canadian people."

Mr. R. W. Barrett, representing The Beaver Rubber Clothing Co., is now making a trip through Ontario with the firm's new samples.

The W. R. Brock Co.'s Montreal house have a few special drives in cotton blankets, 10-4 and 11-4, which are unequalled for values in the trade. The print department are clearing out a line of regular 10c. dress muslins which can be retailed at 8c.

The Beaver Rubber Clothing Co. have a few jobs of rubber coats which they are offering at a very low figure, samples of which will be sent on application. Dealers should write to this firm for their special coat "Dandy," made in steel grey cloth, single breasted, and with cuffs.

For Fall Orders

Our men are now out in all parts of Canada with the Fall Samples of "The Northway Garment." They are showing

The Northway Garment

KEEPS ITS SHAPE.

Cloaks, Suits and Separate Skirts

that are stylish to a degree—the kind that fit and wear well to the last.

They are stronger than ever in both demand and make and they have an authenticity that makes them particularly worthy of attention. We create effects that are distinctive, and all the excellencies possible of attainment are combined in the ***Northway*** shape-keeping garment.

Don't buy without seeing our samples. If you wish any special appointment, drop us a line.

JOHN NORTHWAY & SONS, Limited, - TORONTO

Makers of shape-keeping garments

Brice, Palmer & Co.

Telegrams "Eminent" London

London, Eng.



BRICE, PALMER & CO.,
LONDON, ENGLAND.

Warehouse: 14 Cannon st., E.C.
Factory: 90-92-94-96 City Road, E.C.

Manufacturers of

THE "EMINENT" RAINCOATS

Ladies', Misses', and Children's

CLOAKS and SUITS

We have appointed

CUFFE, POOLER & DOUGLAS

1 WEST WELLINGTON ST., TORONTO

our representatives for Canada. Samples to be seen at their warehouse.

London Fur Sales.

HIGH PRICES RULE ALL ROUND.

ADVICES from London respecting the March fur sales of Lampson & Co., received April 2, are as follows: "The trade was, as usual, very fully represented and a spirited competition, even at the further increased prices on the January sales, is the result we have to record."

In detail, the report goes on to speak of the various classes of skins which were offered. Blue fox was in larger request and advanced 30 to 35 per cent. Beaver was 5 to 10 per cent. higher than in January and 15 per cent. higher than in last March. Otter averaged 15 per cent. higher than in last March. Lynx were 25 per cent. higher than in January, with a heavy advance over last year. Silver fox went 25 per cent. higher and fully 80 per cent. over last year.

In Australian skins, about the same quantity of opossum were offered as last year, continued in good request for the Russian market, and realized 15 per cent. more than in January. Wombat, 13,480 skins (last year, 30,174); advanced 10 per cent. on January prices. Wallaby, 62,947 skins (last year, 88,881); advanced from 10 to 15 per cent. over January prices. Kangaroo, 7,096 skins (last year, 6,629); advanced 25 per cent. Chinchilla bastard, 78,000 skins (last year, 120,000); sold very well last season, and prices throughout are somewhat higher than in January. A few lots of the best class of skins have realized very high prices.

Of real chinchilla the collection contained a few lots of very fine quality, which fetched extreme prices, the article being scarce and fashion still very much in its favor. Marten, 25,000 skins (last year, 29,000); dark skins were 20 per cent. more than in January; other sorts show very little change. Mink, 125,000 skins (last year, 185,000); advanced 20 per cent.; the lower priced Southwestern skins especially met with quite a brisk demand. Musquash, 965,000 skins (last year, 800,000). A great many musquash having changed hands since January, prices of the sale ruled about 10 per cent. higher for best skins, while Western and other common sorts advanced 15 per cent. Musquash, black, 30,000 skins (last year, 44,505); 15 per cent. higher. Opossum, American, 82,000 skins (last year, 155,000 skins); advanced 10 per cent. on January prices. Bear, black, 3,000 skins (last year, 5,900); have sold about the same as last January, excepting small and cub, which advanced 75 per cent. Compared with the March catalogue of last year the values are 30 per cent. higher. Bear, brown, 500 skins (last year, 300); 20 per cent. higher than in January. Bear, grizzly, 300 skins (last year 1,500); 20 per cent higher than in January. Bear, white 100 skins (last year 200); 20 per cent. higher than in January. Fox, grey, 17,000 skins (last year, 18,000); about 10 per cent. higher, particularly the seconds. Fox, kitt, 350 skins (last year 500); about 10 per cent. higher. Wolf, 12,500 skins (last year, 15,000); in good demand, realized 10 per cent. more than in January. Compared with March of last year prices are 50 per cent higher.

Skunk, 320,000 skins (last year, 100,000); is selling particularly well on the Continent and also in the United States, but greatly neglected in England, and the prices were very firm and ruled 10 per cent. over January. Cat, civet, 46,000 skins (last year, 34,000); sold at about January prices. Fox, red, 11,500 skins (last year, 63,000); an exceptionally small collection, containing several strings of inferior kind. The fine skins suitable for dyeing purposes have again realized the high prices of last January; compared with last year the article is 60 to 70 per cent. higher. Cat, wild, 14,000 skins (last year, 7,500); the ordinary advanced 15 per cent. The fine Northern skins have sold at nearly double last year's prices. Cat, house, 18,000 (last year, 18,000); 10 per cent. higher. Racoon, 100,000 skins (last year, 150,000 skins); 10 per cent. higher than in January. The large, fine, rough Northern skins have again reached quite extreme figures.

This report indicates that as fashion still calls largely for furs prices are going mountains high.

M. SAXE & SONS' FAILURE.

A GOOD deal of interest has been shown in the affairs of Messrs. M. Saxe & Sons, who recently made an assignment, by Montreal commercial men, and some indignation has been aroused by the published reports of the condition of their business. But while it is evident that the principles upon which they conducted their business were not by any means what they should have been, there has been considerable unnecessary exaggeration of the state of affairs, which has been misleading.

It was stated that goods bought at 30 days were immediately turned into cash at considerably below the cost price, and not paid for at the time of their conversion. The value of goods thus disposed of was placed at $45,000. As a matter of fact, although it is true that some goods bought within 30 days of the assignment were found to have been pledged for advances, there is no evidence as yet of any such goods having been sold.

Some creditors who expected to get their goods were justified in being annoyed at finding them put into the warehouse for advances, with the original invoices. The amount of such goods was about $25,000 instead of $45,000, as reported. Such practices, however, cannot be excused.

The liabilities, as near as can be arrived at, are about $300,000, and the assets are about $60,000, outside of some $35,000 which are held for advances. It has not been possible to secure all the invoices, so the full list of the creditors is not known, as they cannot be found from the firm's books, and indications are that it will be some time before they can be found. Among the heaviest creditors, however, are F. R. Vinet, $14,000; A. H. Audette, $18,000; The Gault Bros. Co., $26,000; Thibaudeau Bros, $10,000; Bank of British North America, $101,000; H. Vineberg & Co., $19,000; Canada Woollen Mills Co., $10,000; Joseph Rodgers, $12,000.

Messrs. Kent & Turcotte were appointed curators, and the inspectors are Messrs. Rodolphe Audette, of Quebec, representing Thibaudeau Bros. & Co.; James Rodger, representing The Gault Bros. Co.; A. D. Willis, representing the Bank of British North America; Edwin S. Coyle, representing The Canada Woollen Mills Co., and W. J. Stetham, representing Messrs. W. J. Stetham & Co.

At the time of going to press the creditors are waiting to see what composition the firm will make, for Messrs. Saxe & Son have said right along that they would get composition.

The travellers of The Gault Bros. Co., Limited, are on the road with a full range of men's furnishings for Fall, 1902, and it will pay dealers to wait and see their samples before placing orders. They have in stock a full range of imported cotton hose, embroidered, open-work, and fancies; also a full range of cashmeres for present use.

Chatelaine Bags



Made in all qualities.

Retailing from 35c. to $5.00 each.

No maker equals us in the finish of low-price goods.

The Smart Belt

"Registered Design"



We claim that the Smart Belt is the best fitting, most artistic and finest finished Leather Belt shown this season.

The Wrist Bag is an assured fashion for the entire Summer as well as the Fall.

Wrist Bags



Retail at good profit from 50c. to $5.00, according to leather and frames.

The JULIAN SALE LEATHER GOODS CO., Limited

105 KING ST. WEST, TORONTO.

The Boas-Felsen Co.

...MANUFACTURERS OF...

LADIES' CLOAKS, SUITS AND SKIRTS.

Our travellers will start on their respective routes about the 20th of April and they will show all the latest **novelties** and **styles** now being offered by the leading New York houses. The trade will do well to inspect our lines before placing their orders.

The Boas-Felsen Co.

40 St. Antoine Street, ***MONTREAL***

The "CUSHION GRIP"

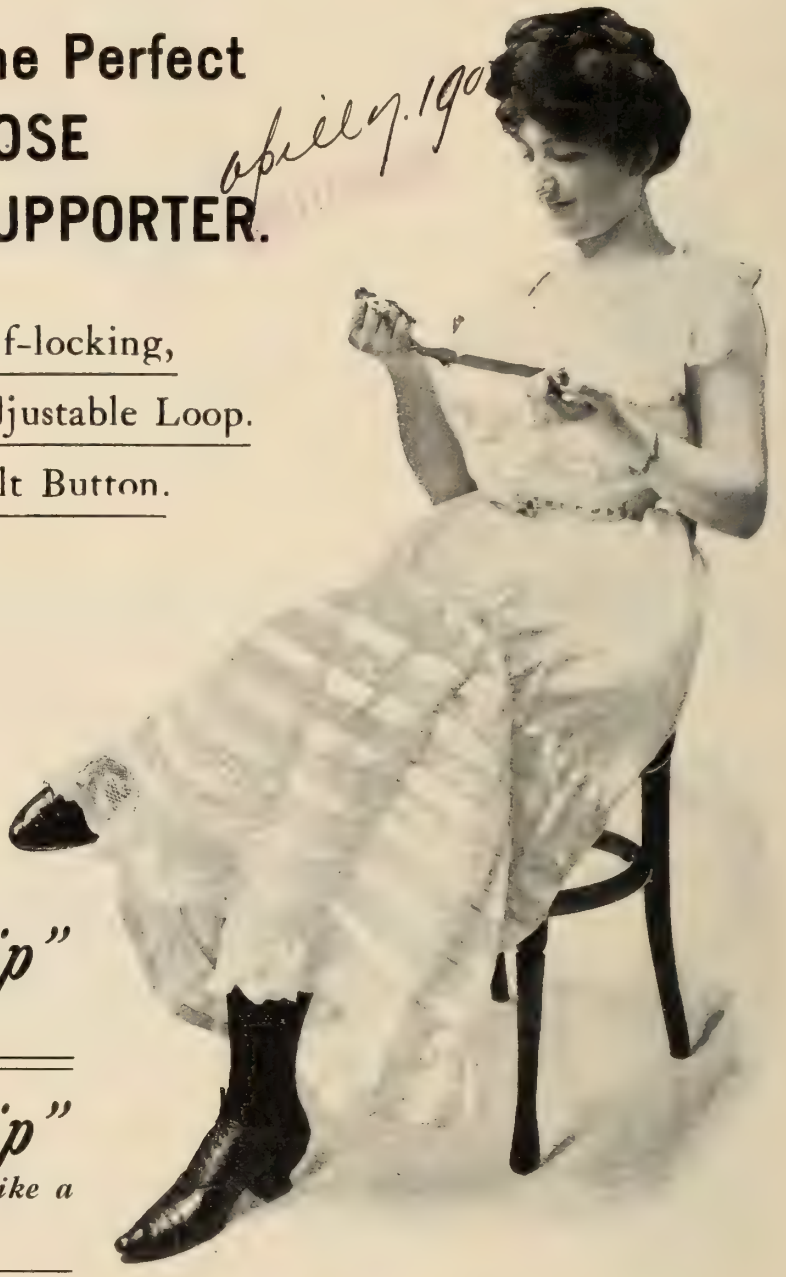


The Perfect HOSE SUPPORTER.

Self-locking,

Adjustable Loop.

Felt Button.



The **"Cushion Grip"** *will not slip or tear.*

The **"Cushion Grip"** *will not cake or become hard like a rubber post.*

MADE IN BLACK AND WHITE

Ladies' Size, $2.00; Young Ladies', $1.90; Misses', $1.80; Children's, $1.70; Babies', $1.50 per doz.

If you have not the **"Cushion Grip"** *in stock, order to-day.*

MADE ONLY BY

PHILLIPS & WRINCH, 5 Wellington Street West, **TORONTO**

QUEBEC: 74 St. Joseph St.

"For High-Grade Underwear"

see

Penman's

Fine Cashmere, Full-Fashioned, Perfect-Fitting,

Unshrinkable Garments.

Retails

$2.00

Per Garment.



Trousers

Reinforced

Seats.

None genuine unless bearing our

Pen-Angle TRADE MARK WARRANTED HIGH GRADE PENMAN CO. UNSHRINKABLE

SCARCE GOODS

(In stock and to arrive)

—IN—

Dress Goods

COLORED EOLINNES, SILK and WOOL CREPOLINES
SILK CREPES, WOOL VOILES, and BENGALINES

in following shades:

Greys, Fawns, Resedas, Vieux Rose and Blacks.

BLACK GRENADINES,

in silk and wool and all-wool.

LUSTRES and MOHAIRS,

in creams, cardinal, navy and pale blue.

SILKS

MOIRE SILKS, black, white, and cream.

COLORED SHANTUNGS and TUSSORES.

COLORED TAFFETAS and TAMALINES,

in all shades.

Write for Samples and Quotations.

S. Greenshields, Son & Co.

Montreal.

The Dress Goods Trade.

THE demand in dress goods this month keeps up along the same lines as were selling a month ago. Light, flimsy fabrics have been enjoying an almost unprecedented sale, and the trade are still placing orders for the Summer season.

* * *

The sales of black grenadines are particularly large, and wholesalers are holding whatever stock they have at quite firm prices. The same may be said of black taffetas, and mohairs in cream and navy. The latter have now been selling rapidly for some time, and the indications are that they will become scarcer as the season advances, though, when the trade has been pretty well supplied, an easier feeling may prevail, as the manufacturers will have time to get abreast of the demand.

* * *

Black lustres are still in good demand. Voile de Paris, which is another scarce material at present, is also asked for a good deal. Fancy finettelaines, tamalines, and peau-de-soie are numbered among the best of the season's materials. In the finettelaines the variety of designs is surprising. There seems to be no limit to the different patterns and color effects that can be produced, and novelties are being continually hunted up by the trade. As a rule, the newest sells the best, for there is no leading design or style of pattern.

* * *

Among heavier goods, broadcloths are leaders. These are always in steady demand, but at present sales are larger than usual, and the business doing in this line is likely to keep up until the arrival of the warmest weather brings into prominence the light Summer fabrics.

* * *

Cream, it appears, will be even a better color than was first thought. The demand for cream mohairs is a very large one, and in other dress materials this color has a popularity that it has not often received. There is a better feeling for old rose this month, and while it will be only a secondary shade compared with other colors during the Summer, it should be given a good deal of attention by every retailer. Light blue and navy are in good demand, but the chief interest centres in the greys and biscuits. Linen color, biscuits, creams, greys, and other shades of the class are, without doubt, the predominating feature of the seasonable colors, and any variation of such hues will go well.

* * *

Some demand is being experienced for black velvets, but, as yet, the heavy call for these goods which it is predicted will soon be felt has not begun in earnest.

* * *

A BUYER'S REPORT.

A buyer for a Montreal house, who has just returned from the European and English centres, said to "The Dry Goods Review": "What struck me most was the very strong feeling shown for velvets and velveteens, for both dress trimmings and dresses. The wheel of fashion has been rather slow in turning round again to the velvet point, but they have come at last, and there is no doubt but that they will be among the most popular of dress materials for Fall. In New York velvet dresses were also very noticable, and velvet cords will be popular, too.

"Voile de Paris is still in front, and poplins are good. Plain cloths and tweed effects in zibeline finish are now important features of the dress goods trade, and zibelines will be especially good for Fall. There is still a feeling for bright-finished cloths, like Amazons, satins, etc. Tweeds, I noticed in London and Paris, were worn a good deal.

"The linen-finished materials are selling very rapidly here, in many different shades, more or less like the real linen color. These materials are all of the very lightest, and one not up in the dry goods business would have difficulty in telling some of the finer cloths from silk. Muslins are selling very well, too. All black goods in plain styles are well liked at present on this market. There doesn't seem to be the same desire for figures, though in some trades these are going very well.

"There is every indication that the price of the finer-wool goods will be considerably advanced for Fall. Botany yarns will go up, and then other yarns are sure to follow.

"The colors now selling are fawns, greys, browns, and blues. Old rose has been a good color, and is so still for the country trade. It is strange, but the demand for this color in the country trade is as great as it was a short while ago in the cities, and there seems to be no desire as yet on the part of buyers in country places to slacken in their purchases of it. Blues are better than usual.

"But the feature of dress colors for Fall is brown. In fact, I think, this will lead all others. It has taken the fancy of the London and Paris trades. There are a variety of shades, ranging from tabac to the deepest brown. I, myself, brought over about a dozen different shades in it."

AN EASTER WINDOW.

Grafton & Co.'s Owen Sound store utilized their good plate-glass windows to make a fine Easter display. The south window was a bower of the latest ties, hats, and men's furnishings, and in the centre was mounted a huge Easter egg. Embedded among the exhibits were many electric bulbs which added to the brilliancy of the display. The north window was devoted to the clothing display, in the centre of which arose a large white cross. Hundreds stopped to admire the arrangement.

Pearce, Marett & Hubbell, of Marmora, Ont., write, in renewing their subscription to "The Dry Goods Review". "We think considerable of your paper and would not like to be without it."

Boyd, Hickling & Co., of Flesherton, Ont., have installed a complete system of cash carriers in their large establishment. The office has been removed to the rear of the dry goods department, and the entire change will bring the transaction of business to the point of great convenience for the salesmen.

An Embro, Ont., correspondent writes: "This section of the country is being thoroughly canvassed by dry goods peddlers, many of the farmers investing upwards of $50 in packages of dry goods. The storekeepers of the neighborhood are wondering where their share comes in, and if the peddlers are licensed."

The New Idea 10¢ Pattern



Success
and
The New Idea Pattern
are synonymous terms.

YOU WANT TO BE SUCCESSFUL, DON'T YOU?

Let us help you. Let us show how to make a paper pattern department increase the sales in every department in your store. Thousands have proved that it can be done.

WHY DON'T YOU TRY IT?
WE WILL MAKE IT EASY FOR YOU.

If you will take our advice it cannot fail to be

A VERY PROFITABLE INVESTMENT

BECAUSE,

It is the Best Paper Pattern on the market.
It attracts customers.
It is recognized as an article of sterling worth from end to end of the American Continent.
Its designs are stylish, yet simple, up-to-date and practical.
The advertising Fashion Sheets are the most attractive and clearly illustrated, and are

THE BEST ADVERTISING MEDIUM

ever conceived for the Drygoodsman.
Our business methods are HONEST and exceptionally generous.
Write to us for reference and particulars.
They are of the best.

DO IT NOW—LEST YOU FORGET.

THE NEW IDEA PATTERN CO.,

Home Office: 636-638 Broadway, NEW YORK CITY.
Western Office: 232-234 Fifth Ave., CHICAGO, ILL.
Broadway and Locust St., ST. LOUIS, MO.
Canada Office: 75-79 Victoria St., TORONTO.

THE KEISER EMBROIDERED STOCKS, BELTS & CUFFS



These matched sets consist of Stock, Cuffs and Belt, mounted attractively on cards. They will also be sold separately if preferred.

The material is linen in white, black, blue, pink, green and tan. The embroideries are artistic combinations of colors in great variety. The assortment of designs is very large. These articles will launder perfectly if carefully handled.

In addition to the above we have quite a lot of other new, washable Stocks in linen and mull, and other new materials. Some of our stocks are listed at very popular prices. We have also some extreme novelties in Silk Stocks and Belts for fine trade, including many new Buckles controlled by us.

We are prepared to furnish with all shipments of these goods handsome illuminated display cards ; also illustrated descriptive folders of our entire line of Summer specialties for retail distribution by our customers.

KEISER-BARATHEA CRAVATS FOR MEN

No neckwear silk ever made has won such success, or possessed such merits as the Keiser-Barathea cravattings. This is attested by the words and the windows of the brightest concerns in New York and almost every other city in the United States.

We have arranged with Mr. Geo. H. Evans, of Notre Dame Street, Montreal, to represent us in Canada. Our entire line will be on exhibition in his salesrooms, and will also be presented by him when on the road.

JAMES R. KEISER

Sole Maker 122-124 FIFTH AVENUE, NEW YORK

Our London Fashion Letter.

The New Fabrics for Summer Costumes—Notes Respecting Skirt, Revers and Sleeves—Blue Shade in Costume Cloths—Buttons—Lace Collars and Ties a Feature—What West End Shops are Showing—Silk Coats for Opera or Dinner—The Queen's Gown.

From our own correspondent

London, March 15.

TAILOR-MADE gowns in recent Spring styles shown in the best houses are in zibeline, light-weight tweeds, various loose woven woollens in canvas effects, "Pirle" finished venetians, and face cloths. Some extremely smart and useful coat and skirt styles for hard-wearing purposes in various shades of beaver, brown and fawn, are in Priestley's covert coating, in light weight. Other cloths in request for Spring and Summer costumes include satin vigoureux, checked coatings, herringbone, amazons, alpacas in black and many light shades, corkscrews in fine or coarse weave, hopsacks and eoliennes.

***

As to form, the sweeping lines of the close cut hip skirt are still preferred, with pouched bodices set into a stitched waistband that slopes downwards on the front. Sleeves show considerable variety, and are sometimes in bishop form, and again in medium bell shape. Revers are points of distinction in the smartest tailor-made models and are faced in various novel warps. As an instance, a black satin-faced cloth costume with a short coat shows revers faced with cream satin, overlaid with Paris lace galloon in waving lines with black silk appliqued embroidery between each. Chine silk overlaid with black, white and silver cord, or embroidered glace figures on many handsome styles as collar or rever facings. Grass lawn collars inset with cream or Paris guipure are much used to face coat collars or revers, and a number of novelties in tucked Jap or muslin collars with lace insets or applications are employed in the same way on coatees, Eton, or blouse-fronted jackets.



Drawn and engraved for The Dry Goods Review.

White Straw, crown draped with black lace, front of brim black sequins, loops of pearls, large pearl and cut jet cherries, natural foliage.

***

Buttons are small, and those in request in the best trade are in enamel, old silver, gilt, steel jet, paste and pearls.

***

Cloth strappings cut out in fanciful designs, silk and satin stitched straps, or bias folds, fancy silk plain and mixture braids are amongst the favored trimmings.

***

After black, very light shades are preferred for costume cloths, and of all the palest shade in light blue is the most fashionable. This looks particularly well in alpaca and zibeline.

***

Rounded triple collars with no ornamentation beyond the neat stitching are frequently seen, and a triple skirt effect is sometimes gained by rounding off the upper part of the skirt and insetting two curved pieces of the cloth that fall over the lower part.

***

In Summer costume fabrics there is much that is absolutely new; notably the lace-striped muslins, charmingly printed mousseline delaines, French and English printed muslins, crepe de chines, grass lawns, printed Jap and British silks, and many striking things in mercerized linens and hopsacks.

***

Lace collars, net and silk ties, are interesting items in the Spring shows, and have many varied forms. The chief idea seems to be in "Ruffle" or "Goffre" effects, particularly in the Jap scarves, with insertions of lace. These are machine tucked, and the thread is drawn up much in the way used for draw threads in ribbon and chiffon. Point d' esprit ties in white, cream and Paris shades have the ends finished with narrow ruffles of white moire ribbon, or show applications of luxuiel lace or guipure. The latter application is the chief thing used to trim the new season's skirts, whether of silk,

Never Before Were **"P.D."** CORSETS In such Good Demand



The specially attractive appearance of **"P. D."** Corsets helps to a very marked degree to make them ready sellers. The many other desirable features found only in **"P.D."** Corsets have won for them a continuously growing popularity. Their style, their comfort, their durability have secured for them the foremost rank in the corset trade. One sale is instrumental in producing another. This is the kind of corset to recommend your customers.

For Samples and Prices write

KONIG & STUFFMANN

Sole Agents for Canada — 11 VICTORIA SQUARE, **MONTREAL**

What about Your Fancy Parasols

for the coming season? We will make a special display during Millinery week of all styles in Ladies' and Children's goods at all prices.

The Irving Umbrella Company, Limited

20 Front St. West, TORONTO.

DEBENHAM, CALDECOTT & CO.

SILKS 77 York Street, TORONTO. **SILKS**

DEBENHAM & CO.,
Welbeck St. W., and 15, 16, 17, St. Paul's Churchyard, E.C.
LONDON.
PARIS—115 Rue Reaumur.

DEBENHAM, GARDNER & CO.,
111 Fifth Avenue,
NEW YORK.
BRUSSELS—16 Rue Des Boiteux.

DEBENHAM, DEBENHAM CO.,
277 Flinder's Lane, W.,
MELBOURNE.
SYDNEY—422 George St.

We carry in stock full lines in

Black and Colored Taffetas, Louisines, Satins, English Silks, Black Peau de Soies, Lumineux, Failles, Bengalines, Duchess Satin Ribbons, Faille Ribbons, Bebe Ribbons, Ribbon Velvets—Plain and Serpentine, **French and Brussels Laces, Black and Colored Velvets,** and a choice range of **French Dress Fabrics** in Silk, Wool and Cotton.

BUYERS CORDIALLY WELCOMED. **ORDERS PROMPTLY FILLED.**

DEBENHAM, CALDECOTT & CO.

muslin, Roman satin, lawn or "Viyella." It is chiefly used in the form of V-shaped insets from the neck to the bust line. The inset-collar or guimpe of last year's great toque is quite out of the running this season.

***

The splendid shows of continental models in costumes and mantles, coats and blouses now being made in the West End establishments are centres of great interest at the opening of what is expected to be a very brilliant season. Russell and Allen, and Redfern, of Bond street, Peter Robinson, and H. Evans & Co., of Oxford street, make amongst other notable establishments splendid shows daily that attract crowds of novelty hunters. At the first named house, I saw one day this week a magnificent coat, entirely of the lightest patterned black Chantilly lace, over white glace silk. It was extremely long and very full in the lower part, and had voluminous sleeves, gathered at the wrists into wide turned-back cuffs of the lace over silk.

Black Chantilly lace over white seems to be one of the chief notes in costumes, mantles and millinery alike. Here, too, I saw very elegant capes or mantlettes of shot glace, edged with ruches of the same silk. A short coat in black peau de soie was stitched with a slightly pouched effect into a Swiss waist belt, and the fronts and sleeves were trimmed with ruffles of black lace.

***

At Peter Robinson's I noted the most dainty Louis XV. coats in chine silk for dinner or theatre wear. These are quite new and of the best Parisian style. They have added basques in the same material and in some instances are completed with collars of lawn, silk or muslin, finely tucked and edged with Paris white or cream shaded lace galloon. The newest slips in muslin, silk, or oriental satin, have three-quarter sleeves with deep lace ruffles falling over the wrists. At H. Evans & Co.'s I noted a particularly smart idea in this way, which was done in pale blue Roman satin and had insertions of cream-colored lace in V form from the neck, and straight lines running down the sleeve which was gathered at the wrist, from whence fell ruffles of the laces.

***

Black all-over laces with light colored satins made a fine effect in some new blouses noted. I had the pleasure yesterday of being the only journalist permitted to note and sketch Queen Alexandra's Court gown, worn last night at the splendid function held at Buckingham Palace. Her Majesty's gown was an exquisite creation of the greatest beauty in design and fabric, and was made by Madame Duboc. I can do no better than repeat here the description which I had the pleasure of writing for to-day's Daily Telegraph and the London and provincial papers by her Majesty's special sanction :

"Of surpassing beauty was the splendid gown worn by Queen Alexandra. The artistic design chosen by her Majesty was in graceful Venetian style, carried out by Madame Duboc, and excited great admiration. It was made of soft silvery white satin, entirely veiled with mousseline de soie, all encrusted with old Brussels and rose point lace of the most beautiful Louis XVI. design. Sprays of the same lace were re-appliqued on to the mousseline de soie, and the whole of this beautiful fabric was embroidered with roses raised in silver paillettes and diamonds. The train, attached to the shoulder, formed a manteau Venitien, overhung with a short manteau of exquisite lace, embroidered with silver and diamonds, and slung from singularly handsome shoulder ornaments of silver and diamonds. The square-cut train, of great length, was lined with cream satin and mousseline de soie, which, with its silvery spangles, draped the border of rose-shaped choux. Over the whole myriads of the smallest silver paillettes were freely scattered, so that the enriched fabric glistened with a chaste but magnificent sheen that caught a thousand reflections.

"The short sleeves of white tulle, in lightly disposed poufs, falling from below the shoulders, were hung from three straps of diamonds caught together with diamond motifs. The low bodice was cut in a becoming square that described a slight point in front, and was filled in with a simply-arranged decolletage of lace and tulle. The jupe was cut in quite a new fashion, to fit closely around the hips, and thence flow outwards into a novel rounded shape of great distinction. The embroideries in silver and diamonds on the lower part rose rather high on the front, and equalled in beauty of design the lavish work employed upon the exquisite train. The Queen wore the ribbon of the Bath, with other decorations and many magnificent jewels of rarest beauty which added to the splendour of her Majesty's appearance."

Lady Strathcona presented a very charming Canadian, Miss Twining, who wore a remarkably lovely toilette of white satin veiled with point d' esprit and trimmed with Irish lace, specially made for the purpose. Miss Twining was the only Canadian presented at this court.

A. MEEHAN.

TICKETS AND SHOW-CARDS FOR WINDOWS.

Hand painted show-cards and price-tickets are quite as necessary to a perfect display of goods in the show-window these days as to have goods in the window. It is with pleasure that we call attention to the advetisement of W. Edwards, Carleton Place, Ont., Box 315, in this issue. We can heartily recommend his book of instructions, teaching this art, as being one of the most complete works of the kind ever published. It sells at one dollar. Secure a copy—it will pay you.

NEW CATALOGUE OF DISPLAY FIXTURES.

A. S. Richardson, the well-known manufacturer of wax figures and display fixtures, Toronto, has just issued a new catalogue which is in every way creditable to his buisness enterprise. The catalogue consists of 132 pages handsomly printed and containing illustrations of almost every kind of display fixture imaginable. Mr. Richardson is a large manufacturer of wax figures and clothing forms, and is therefore in a position to sell these goods at closest possible prices. A post card will bring his new catalogue to any interested storekeeper.

Sorting Trade

White and Colored

Shirt Waists

Ladies'

Morning Wrappers

and

Whitewear

Gale Manufacturing Company

18-24 Mincing Lane, - TORONTO.

LETTER ORDERS SOLICITED.

For 1902 Fall

Our Import Lines are now ready for your inspection.

JAPAN TAFFETA.

JAPAN HABUTAI SILK.

JAPAN SILK HANDKERCHIEFS.
Plain, Initial and Fancy, large assortment.

JAPAN ART EMBROIDERIES.
Piano and Mantle Drapes, Chair Scarves, Cushion Tops, Table Covers, etc.

SILK MUFFLERS.
Black and Fancy, in squares and made-up style.

JAPAN QUILTED GOWNS and JACKETS.

K. ISHIKAWA & CO.,

TORONTO, ONT.

Our Travellers are on the usual routes with complete lines of our samples.

Dainty Bed Coverings

OUR RANGE OF

"PURITAN" Cotton-filled COMFORTERS

— AND —

ALASKA Eiderdown QUILTS

far exceed in daintiness of Design and Pattern anything before shown to the Canadian buyer.

We offer you a **TRADE-WINNER** in every line.

THE ALASKA FEATHER & DOWN COMPANY

OF MONTREAL, LIMITED

If His Majesty has not delivered our 1902 price list please notify us.

Operating—THE CANADA FIBRE CO., Limited
MONTREAL.

Representatives:

McCLUNG & BURNS, TORONTO, ONT.

A. L. GILPIN, MONTREAL, QUE.

J. A. MURRAY, ST. JOHN, N.B.

J. A. BRYSON & CO., WINNIPEG, MAN.

To the Trade

We are greatly pleased with the orders we are receiving for Fall through our various representatives from the Atlantic to the Pacific, and we would ask you to reserve your orders until you see our samples.

The Watson Mfg. Co., LIMITED

PARIS, ONT.

CARPETS, CURTAINS AND WALL PAPERS

OUTLOOK IN THE CARPET TRADE.

THE conditions of trade in England for carpets or anything else will not be satisfactory again until the war is over. This is the view expressed by a good many Canadian buyers, and it was that held by Mr. Mitchell, the carpet buyer for Messrs. John Macdonald & Co., who returned recently from a Spring trip to the markets. It is true the Coronation is going to give trade a stimulator, and in respect to carpets there have been a great many orders given for special carpets. Besides that, the export trade is pronounced good, and the mills are fairly busy. The reports of the Scotch oilcloth and linoleum trade are unfavorable, for, although these establishments are busy enough, the advance in the prices of raw material, especially linseed oil, have taken the profit out of the manufactured goods. It is considered almost impossible for the makers to make money at the present prices of oil, and no substitute for it is considered possible, as the material required must be of a high grade and of certain age. Prices, therefore, of British oilcloths and linoleums are expected to advance, and a movement of the same kind in Canadian oilcloths need not surprise the trade. Mr. Mitchell said there was nothing startling at this season in the carpet designs and colorings, as the principal features were the best-selling patterns of last season with a few novelties. Reds still predominate.

CONDITIONS IN ENGLAND.

The Kidderminster Shuttle says: "It cannot be admitted that the carpet trade is opening out in the new year as satisfactorily as could be desired. Every carpet loom ought now to be fully employed executing the Spring orders; but this is not the case. There are, however, indications that the London trade is beginning to stir, and no doubt warehousemen and upholsterers will be busy cutting up. Nothing would give a spurt to the trade so much as a substantial rise in raw materials, and there is a manifest tendency in that direction. From all we hear it will be surprising if consumers of carpets do not find carpet manufacturers of all grades more difficult to deal with a month hence than they are at present. The Bradford market has responded to the advance recently registered in London for wools, and all important wools are now at least 1d. dearer than at the close of last year.

"The carpet trade is a bit irregular. Some of the firms are very busy and are being pressed for the execution of orders, while others still find business somewhat quiet. It is satisfactory to learn that the demand for the best grades of Wilton and Brussels, as well as Axminsters, is well maintained."

QUICK CARPET MAKING.

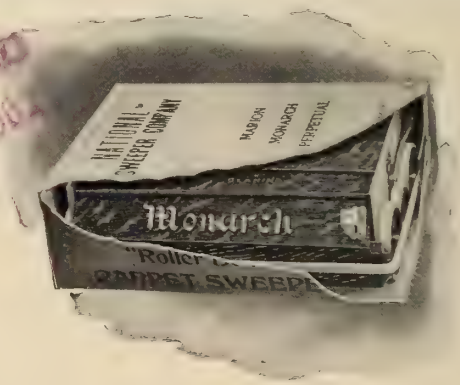
How a carpet was made in a day and a half for the use of Prince Henry, of Germany, by a Massachusetts factory is related by The American Carpet and Upholstery Journal. The mills, situate at Worcester, Mass., received an order over the telephone from Lord & Taylor, New York, at 8.30 o'clock Thursday morning, February 20, for 20 yards of royal purple Wilton carpet, to be delivered in New York by the afternoon of the next day, Friday. It was at first thought that this would be an impossible order to fill, but after consideration it was decided to undertake it. This special 20 yards was given precedence over everything else in the works, and the yarn for it was immediately dyed, dried, spun, and by 3 o'clock the carpet was in the loom. It was a plain filling, so that there was no trouble in cutting the cards, and at 11 o'clock on Friday morning the fabric had been woven. As soon as it was finished, sheared and resheared, it was packed in a trunk and hustled to the 1 o'clock express for New York, landing there on Friday evening. Lord & Taylor made the carpet up that night, and on Saturday morning it was ready for laying. It was used on the pier at the foot of Twenty-fourth street, where the K onprinz tied up, and Prince Henry transferred his quarters to the Royal yacht Hohenzollern. The carpet was a beautiful color of purple, of the well-known Victoria Wilton quality, and lent a very pleasing aspect to the otherwise dingy-looking pier.

WHY HE KEPT THE TIGER SKIN.

On being ushered into the home of Rev. Dr. Parkhurst, the well-known New York civic reformer, the other day a visitor noted that a mammoth tiger rug was spread across the floor of the reception room. In his surprise he remarked: "I should think, doctor, that you, of all men, would be the last to keep the emblem of Tammany Hall so prominently displayed in your home." Dr. Parkhurst smiled and replied: "I keep the tiger here to constantly remind me that my enemy is always near. Then, again, I keep the tiger here to walk all over occasionally."—Ex.

ANOTHER "NATIONAL" INNOVATION

The title would lead you to suppose that we are showing you something entirely new, so it is, in a way, as the cut shows you. Mention has already been made of the method of packing carpet sweepers adopted by the National Sweeper Company, of Marion, Ind., makers of the justly celebrated "Roller Bearing" carpet sweepers. In the accompanying illustration is shown a broken view of the cardboard box used by this company in packing their carpet sweepers. It illustrates the construction of the box so plainly that it is hardly necessary to give a detailed description, but attention is called to the pieces of straw-board at each end of the sweepers. These are heavy stiff boards, which are placed between the sweeper wheels and the body of the sweeper, and are wide enough to extend about one-fourth of an inch up above the top or finished surface of the sweeper box. These prevent the highly-finished surface of the sweeper box coming in contact with the surface of the carton; in other words, although the National Sweeper Company use special care to mark each



GEO. H. HEES, W. R. HEES, STEPHEN HAAS,

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

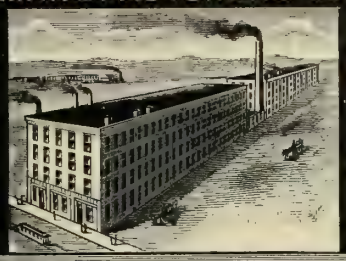
CANADA BEING A WOODED COUNTRY

WE HAVE SPECIAL OFFERINGS OF

WOOD CURTAIN POLES AND WOOD TRIMMINGS

Splendid Finish, Handsome Patterns and Low Prices.

TRY US





TORONTO FACTORY

OPAQUE SHADE CLOTH.

CURTAINS, DRAPERIES, FURNITURE COVERINGS, UPHOLSTERY GOODS, LACE CURTAINS Etc,



OFFICE: 71 BAY ST

OFFICE TEL. 2056
FACTORY TEL. 4299
CABLE ADDRESS: "HEES" TORONTO.



OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

HEAD OFFICE: TORONTO, CANADA.

We manufacture everything in the line of

WINDOW SHADES

and sell them at a price that affords the retailer LARGE PROFITS.

ONE HUNDRED THOUSAND PAIRS OF

LACE CURTAINS

on hand to select from. Travellers are now on the road with Samples of all our goods.

N.B.—Our new Mercerized Curtains and Coverings are beautiful in design, and have the appearance of silk finished goods, and are sold cheaper than foreign make.

Nothing ever came from looms that is more popular than our new Derby Table Cover; all sizes, all the jobbers are selling it. Ask them to show it to you.

UPHOLSTERY GOODS.

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery Pins, Etc.

Our new Illustrated Catalogue just out. Send Post Card and get one by Mail.

N.B.—We have imported a large assortment of Silks for Wall Coverings. For fine work on drawing rooms, etc., Silk is taking the place of Wall Paper.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

If you are doing business in the vicinity of Montreal, call at our warehouse, No. 20 St. Helen Street.

GEO. H. HEES, SON & CO., Head Office, TORONTO.

CARPETS AND CURTAINS—Continued.

packing box in which they ship their sweepers, so that the right side will always be kept up, should the box be turned upside down, it is impossible for the highly-finished surface of the sweeper to come in contact with the surface of the carton, therefore being an absolute guarantee against marring or scratching.

This is an exclusive feature used only by the National Sweeper Company, and, as our readers can well appreciate, is a decided advantage. The other uses of this box, such as keeping the sweepers in good condition, no matter how long carried in stock, being easy to handle, and taking up less shelf room, have been called to your attention in our previous numbers.

The Gault Brothers Co. report that sales in the carpet department are very much ahead of former years. Repeats of favorite patterns in tapestry and Brussels are now coming to hand. They have just put into stock a full line of inlaid linoleums. Their range of jute rugs and mats is very extensive. They have just opened up a big shipment of Nairn's linoleums, samples of which are in their travellers' hands. A full line of tapestry carpet squares is carried in all the useful sizes.

J. L. Parkhill, who has been selling agent in Ontario for seven years for The Alaska Feather & Down Co., Limited, has succeeded Mr. Boissevain, secretary of that company. He went to Montreal, March 1, to assume the duties of secretary and manager of the special sales department.



An interior view of a model wall paper department, showing three of The Watson, Foster Company's most successful 1902 patterns. The company inform us they will cheerfully supply any new dealer, whether buying from them or not, with detail information regarding measurements of stock racks, sizes and estimated cost of pattern display frames, sample-book stand, system of stock keeping, and suggestions tending to advance the dealers' interests and dignify and develop the industry of wall paper and the art of decoration.

CARPET TRADE NOTES.

John Macdonald & Co report a big stock of goods, and a still bigger house trade during the last two months. Orders are phenomenally large, and their Spring shipments are nearly complete. There has been a big trade in lace curtains. This department is showing a fine line of Axminster, tapestry and velvet squares in various sizes and colorings to suit all kinds of rooms. The department is clearing at a medium price some 16.4 linoleums of the best grade at 20 per cent. under their regular value. There are also being cleared out some 3.4 and 4.4 linoleums with borders much under the regular price.

A full assortment of prints have The Wyld-Darling Company in patterns of light grounds and fancy blousing designs for the retailer to dispose of at 10 and 12½c. They have a range of l'Aiglon soft effects, suitable for Summer waists, and are showing several numbers in Oxford shirtings, imported and domestic, at reasonable prices. They keep a wide selection of art muslins on hand. These are special muslins of their own get up and are for retailing at from 5 to 25c. At 10c. they have a range of gold draperies and have at present some jobs in prints, some choice effects in mercerized sateens and in plain and colored sateens at all prices. Their assortment of dress ginghams is complete in stripes and checks.

Menzie Mfg. Co., Limited

Window Shades, Curtain Poles, Brass Goods, etc.

RETURNED

Hiawatha Opaque Shadings



MANUFACTURED BY
MENZIE MFG CO., LIMITED
TORONTO, CAN.

ORDER Nº _____ WIDTH _____

COLOR _____ LENGTH _____

This label on every roll is a guarantee of quality unexcelled.

Dealers who handle "HIAWATHA" opaque pronounce it to be the best.

All our "Special Size" shade orders are made of Hiawatha opaque.

In the manufacture of "HIAWATHA" hand-made oil opaque only the finest fabric and purest colors are used, thus producing a quality unexcelled for durability, opacity and smoothness of finish.

Write for color book.

Note our new address:

61-63 West Front St.

We have taken advantage of opportunity afforded by our recent fire to procure larger and more suitable premises.

Here we have Office, Salesrooms, Warehouse and Shipping Room all in one building, convenient to the Union Station and near the freight sheds. Being so situated is a distinct advantage, as shipments can be made either by express or freight with greater despatch.

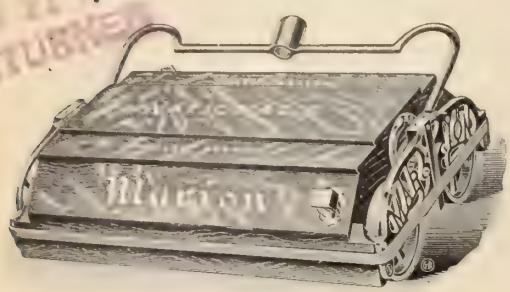
Send us your special size shade orders—we never had such good facilities for executing them promptly.

The rebuilding of our factories at King Street Subway is practically completed. We commenced to manufacture again just fourteen days after the fire, and now have the Shade Department in full running order.

We have some goods slightly damaged by fire—first come, first served.

MENZIE MFG. CO., Limited, 61-63 West Front St., TORONTO - CANADA.

SIMPLE, YET EFFICIENT



Are every one of the several valuable improvements to be obtained only in National "Roller Bearing" Carpet Sweepers. This is particularly noticeable in our new steel Handle Ferrule when compared with other devices.

No complicated parts. Nothing to break or wear out. It is there to stay.



"National" Sweepers fitted with our new dust proof "Roller Bearings" are at least fifty per cent. (50%) easier running than any other Sweeper manufactured. They are unequalled for quality, simplicity of construction in every detail and elegance of finish. Write now for latest catalogue.

NATIONAL SWEEPER COMPANY,
Marion, Indiana.

Canadian Sales Agents:
The P. R. Cumming Mfg. Co., Limited, Toronto, Canada.

W. TAYLOR BAILEY



Upholstery Supplies, Drapery Fabrics and Brass Goods,

MANUFACTURER OF .....

Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

The
WATSON FOSTER CO.
LIMITED
MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

DON'T WAIT

TILL YOU HAVE TO TELEGRAPH FOR ADDITIONAL QUANTITIES OF PATTERNS OBVIOUSLY TOO GOOD TO LAST LONG

OR TILL WE ARE OUT OF THEM.

INDICATIONS POINT TO AN EARLY AND SUCCESSFUL SEASON.

ARE YOU PREPARED TO MEET IT AND YOUR NEIGHBOR'S COMPETITION ?

WE PROBABLY HAVE WHAT YOU MOST NEED.

WHAT IS IT
?

APRIL '02

Peterboro' Retailers Discuss.

AT the annual meeting of The Retail Merchants' Association in Peterboro' last month, Mr. Robert Fair, the president, in the course of his report to the members said : " It cannot be too well impressed upon all that the special aims and objects of the association are the mutual benefit, advancement and protection of those engaged in retail trade. I mention this fact in order to disabuse the public mind of any idea that we are organized for the purpose of combining to keep up prices or forming a mercantile trust for illegitimate profits.

CARTAGE CHARGES.

" I would here like to refer to one matter which has become a standing grievance. I allude to the unfair treatment of the wholesale shippers in the chief large mercantile centres, and particularly in Montreal and Toronto, who charge us cartage from their warehouse to the railroad station. Now, this seems to me an injustice. In all large foreign mercantile centres goods are delivered f.o.b. It would be just as fair for the retail merchants to charge up the delivery of their parcels to their customers, which certainly would be resented, and I would urge every merchant, whether a member of this association or not, to make it a point to order goods only with the distinct understanding that they are to be f.o.b.

" During my term of office I have been impressed with the fact that this association should be made helpful in warding off foreign advertising fakers, who swarm into our town. They come here on the pretext of offering some special but visionary advantage over another. With flowery logic and polished address they too often succeed in coercing the merchant to fall a victim to a scheme that only ends in profit to themselves at the expense either of the merchant or his customers. We cannot be too guarded against these gentry. My experience has led me to avoid these fakers and I am convinced that the local merchant can secure no better advertising than what his own ingenuity can devise for his own individual needs, and which can be supplied by our own local printers in the town and country, and keep the money in circulation at home. I am a firm believer in legitimate advertising, and when it is judiciously done, it usually brings satisfactory results. We are indebted to the local press for the manner in which they have upheld the interests of the merchants by their ' Stand-by-the-Town ' editorials, in depreciating the mischievous policy of shopping in the cities.

" Peterboro' has a just right to feel proud of its mercantile establishments and the enterprise shown in the high class and large variety of the goods which they display."

TRADING STAMPS.

Both this report and that of the secretary-treasurer, Mr. A. W. Cressman, were adopted. Mr. Cressman's report showed that the association had done much useful work during the year. In referring to trading stamps, he said :

" Perhaps the matter that has received the most thought, and caused the most work, by our local organization, was the matter of trading stamps. In common with every town where trading stamps were given, this association, almost unanimously, opposed their operation. In this connection we had petitions circulated, and largely signed. Mr. Trowern, the provincial secretary was invited to come from Toronto and address this association, and when the matter was before the Government, three representatives from Peterboro' joined the Provincial deputation that waited upon Hon. G. W. Ross and two of his colleagues, urging the adoption of legislation, giving the towns and cities power to legislate against trading stamps and all gift schemes. The Government acceeded to our request, and legislation was secured to this end. Some four months before the end of the year, our town council was asked to pass the necessary by-law to put the law into effect. The council almost unanimously passed this by-law, thus giving persons who had books partially filled four months to complete them, the by-law coming into effect January 2, 1902. That this law has met with popular favor it is only necessary to state that almost every city and town where trading stamps were being given passed the necessary by-law, Toronto taking the initiative."

The election of officers for the ensuing year resulted as follows :—President, R. Fair ; 1st vice-president, S. D. Hall; 2nd vice-president, J. D. Craig ; secretary-treasurer, James Connal.

In respect to the cartage charges Messrs. R. Fair, A. W. Cressman and S. Dickson Hall were appointed a committee to prepare a circular to be submitted to the executive of the association, and when approved, to be distributed among the merchants of the town setting forth the grievance and stating that hereafter all goods must be shipped f.o.b. cars at place of shipment.

EXPANSION AT ALMONTE.

Mr. Wm. Thoburn, flannel manufacturer, of Almonte, has decided to extend his mill. The new addition will occupy the intervening space between his storehouse and present factory. It will be 35 x 40 feet, two storeys in height, constructed of brick, and the roof covered with iron. Part of the addition will be used for manufacturing purposes and part of it for an office. A few broad looms will be placed in position when the building is completed, which will increase the capacity of the weaving department by 25 per cent.

W. H. Mogridge, who recently disposed of his dry goods business in Tweed, Ont., to James Johnston, has removed to Kingston.

Carson & McKee have closed their business in Listowel, and will, in future, confine themselves to their London business. The firm have carried on business in Listowel for about 14 years, and during that time have conducted one of the leading dry goods businesses in that town.

George A. B. Macdonald, of Macdonald & McKinnon, Charlottetown, P.E.I., and John McLaughlin, of Sentner, McLeod & Co., Charlottetown, P.E.I., have sailed from Halifax to visit London, Edinburgh, and other cities. Mr. Macdonald is a native of Edinburgh. This is his first trip home in 17 years.

A neat set of blotting pads with glazed surface for office use have been got out by Mr. C. J. St. John, 79 Harbord street, Toronto, who does such artistic work in connection with the printing, cutting, mounting, etc., of samples for the dry goods and fancy goods trade. Mr. St. John carries his skill in this work to a high degree of excellence, and those who are interested should communicate with him.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS
AND
TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART
27 Front Street West, TORONTO

Everyone in the Trade

that examines or handles the products of THE GUELPH CARPET MILLS:—

Wiltons, Brussels, Ingrains, Art Squares

is pleased with them. Some consider them superior to any other Canadian carpets and by no means inferior to the much-talked-of imported article.

There is no better equipped mill than ours, and, as we are gaining credit for giving a little bit better value than other makers, we are striving to sustain this reputation.

For Spring, we are now showing some new and very beautiful effects, both in figure and coloring, embodying the creative ideas of our skilled designers, as well as many outside artists.

Our long-established system of selling direct from our mills to the trade assures the closest prices and most prompt shipment.

Repeat orders of any of our patterns supplied on very short notice.

If our travellers have not recently called, let us know and we will forward you some samples.

GUELPH CARPET MILLS CO., Guelph
LIMITED.

—MADE IN CANADA—

—Oil Cloths—

Be Patriotic, and at same time get best value, by purchasing Canadian-made Oil Cloths.

WE SHOW SELECT AND UP-TO-DATE PATTERNS in

Floor Oil Cloth—3 qualities—$^4/_4$ to $^{10}/_4$ wide.
Canvas and Painted Back Stair Cloth
Mats or Rugs—All sizes.

Table Oil Cloth.
Cotton and Duck Back
Enamelled Stair Cloth.

Enamelled Muslins, Drills and Ducks.

The attention of dealers is called to the advantage of handling Canadian-made goods. It is worth money to get your orders and repeats filled promptly.

We have large producing facilities and give satisfactory deliveries.

The Dominion Oil Cloth Co., Limited, Montreal

Silks and Ribbons.

These are two of the more staple lines of our specialties.

If you are interested in either, or both, we want to meet you, as your interest becomes ours as well.

Every popular weave of Silk for the current season is represented in our large stock, and our large stock represents every color on the season's shade card.

We have no corner on Ribbons beyond the fact that we carry the largest stock in the Dominion, and our makes being handled by the best firms in the trade is evidence that we are right on the Ribbon question.

No matter how near or far you are from here you can settle the question of values for yourself by sending for samples of any of our lines.

S. F. McKinnon & Co.

.....Limited

J. M. Alexander, President. George Caldbeck, Vice President.
John S. McKinnon, Wm. Guthrie, Alex. Mackie, Directors.

Wellington and York Sts.
TORONTO

64 St. Peter Street
MONTREAL

The Canadian Millinery Review 1902

The Millinery Openings.



THE retail millinery openings were early this year owing to the fact of Easter being early, but that does not seem to have taken away from their brightness or their business success. We have reports from a number of quarters stating that the openings were the most successful from the retail point of view that have yet occurred. As usual, flowers and foliage were the principal decoration in the showrooms, and everywhere, both in the cities and towns, the millinery departments put forth their utmost efforts to make the display attractive to visitors. The retail millinery people have also this year been quite up-to-date in getting full notices of their displays in the local papers, so women buyers were interested and brought into the stores.

Does not this suggest to our merchants the way to keep trade at home? If they can get the ladies to attend their millinery openings in their own towns, instead of flocking to the cities, why can they not make attractions during the whole year to keep buyers at home? THE REVIEW has had chats with a number of leading houses in the wholesale trade, and their reports on styles and materials will be read with interest.

PROFITS OF RETAIL MILLINERS.

In putting a price on millinery creations we must always consider the value of ideas. The same element enters the construction of a beautiful hat that governs the value of a painting or any other work of an artistic nature.

While it is absolutely necessary that each item in the construction of a hat should be accurately counted in and no detail of materials omitted, these form only part of the whole expense of making a hat. The time of every person through whose hands it must pass must enter into its value, and, above all, the beauty and practicability of the complete design must be valued in considering the selling price. A hat is worth just as much as it will bring. This is governed by the wealth of the trade catered to.

A very handsome street hat was made last Fall by a designer whose name is a synonym for cleverness and elegance. The materials in this hat amounted to just $2.50. It was composed of felt, narrow lace galloon, tiny cabuchons and a quill. Such was the grace of the shape and the elegance of the design that this hat appealed immediately to people of critical taste, who realized that it illustrated the touch of a trimmer of splendid talent. Counting in the two hours spent in making the hat as worth, ordinarily, $2.50 more, we have the actual cost at $5, yet this design would easily bring from $10 to $12.50 from high-class trade, and would prove a popular seller at $8.50. In other words, the beauty in the hat was worth more than the material.

In entering upon a new season each milliner should undertake to value style. The more this feature is studied and counted is the better chance for profitable business. This is a method of figuring that makes the success of the foremost milliners in the business. They not only produce beautiful and stylish designs, but value the ability to do this worth so many dollars and cents.—Western Milliner.

AN EARLY SPRING.

So said a member of S. F. McKinnon & Co., Limited, when met by a representative of THE DRY GOODS REVIEW, and gave two reasons for it. First, the fact of Easter coming so early, and, secondly, the unusually fine weather experienced during the month drawing to its close, which, so far, had been all "lamb" and no "lion," had done more than anything else towards hurrying on millinery openings, and bringing in trade earlier than usual. This is an element in the season which will be welcomed by all who handle millinery, as an early season is usually a good season, making it just so much longer. At the same time, if plenty of Spring millinery is sold throughout the Dominion, the Summer goods look after themselves, or, in other words, an early season, in a great many cases, means two or more hats per head for the season. Whereas, if a late season and the Spring short, one is more likely to do both Spring and Summer. The mouthpiece of the company here ventured to say that if the weather continued as fine until Saturday night, the 29th, as it is to day, the 26th, there will have been more trimmed millinery sold throughout the Dominion than at the same date for 10 or more years.



Speaking with regard to the class of hats in greatest demand, he said, "The outing, or ready-to-wear hat, has not had the same large sale as for the two previous seasons, dress and body shapes being in greatest favor, with a leaning to large shapes. Our March hat trade has been exceptionally

MILLINERY—Continued.

good, no doubt, in part at least, due to the very fine weather experienced. The 'nobby' sailor is beginning to find admirers as usual in the youth and beauty of the fair sex. The leghorn trade is also just budding out--the most becoming of all hats for misses and children. Many hats are being made from the foundation, particularly in the best trade, which creates a heavy demand for fancy millinery materials, silks, velvets, mechlins, chiffons, mousseline de soie, ribbons, laces, flowers, feathers, and pearl ornaments, which are all great



favorites as combinations with the more staple kindred trimmings and adornments. In this direction we make special mention of soft taffeta silks, liberty silks and satins, wide ribbons, black satin and velvet ribbons and black moire ribbons. You might add, before leaving the millinery, that in order to keep in close touch with the situation, we have our buyer now in the European markets, giving his whole time and attention to the requirements of the assorting trade.

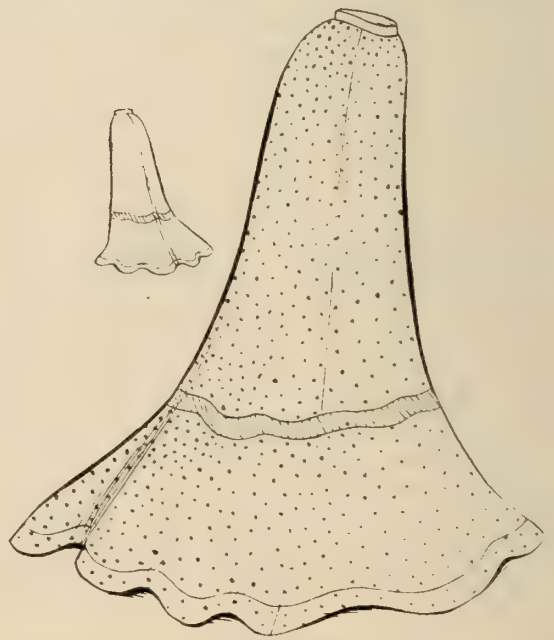
"The lace department, requiring more room in consequence of its phenomenal growth, has been moved to the fifth floor, just half way from the street to the top of this imposing building, where, ever since the opening, the whole staff has been kept more than busy with travellers' orders, letter orders and telegrams calling for goods in demand from every part of the Dominion. The anticipations of the opening as to the favor which the goods in this department were likely to be held in through the whole season have, up to this time, been quite fulfilled, and the character and styles of laces prevailing in the millinery and dressmaking and counter trades have turned out exactly in accordance with the provision made by the buyer of these goods."

Perhaps the very highest novelty and favorite lace in the stylish trade in the large cities is "Limerick" in reals and some simply marvellous continental imitations, although the other Irish laces still hold their own in points and Carrickmacross.

From Paris we are informed that real black Chantilly is on a great many of the new hats, but the exquisite imitations of these by some of the best St. Pierre makers will command the market here and in the United States. The manager of this department assured us that it is hardly an exaggeration to say that for every working day in the year he would have some novelty to show his friends, and he is already receiving word of the shipment of some new samples for the trade of next Christmas.

The lace collar trade has been astonishing, and had it not been foreseen that this beautiful article of neckwear was sure to supplant everything else, the stock by this time would have been broken up, but in consequence of very large purchases of French, Belgian and German productions there is still a good and well-assorted stock on hand. This department deals very largely in lace curtains, and buyers are always sure to find job lots much below the usual price, as well as choice little case lots of high novelties, not too large for any good retailer to clear, and special assortments of engaged patterns at popular prices.

On ascending to the manufacturing department of S. F. McKinnon & Co., Limited, the hum was heard long before the busy scene was reached. Not only are this firm very busy turning out large orders for Spring trade in jackets, costumes and skirts, but are also turning their attention to the coming Autumn. This company report a great increase in their skirt trade for this season. The materials used comprise the very newest materials in wool, as well as wash goods, which have found great favor in the ready-to-wear departments throughout the Dominion.



In the designing-room this company have been keenly on the alert looking forward to the coming season, and their new range of jackets and skirts for the coming Autumn comprises many new styles and ideas which are exceedingly chic, and are now in the hands of special jacket representatives in the different Provinces, and are certain to be appreciated by the mantle and skirt buyers of Canada. All buyers know that the

Wholesale Millinery

Replenish That's the order of the day. Keep fully supplied with all the Popular Lines and Latest Novelties.

Now that the season's trade is in full swing, it's your opportunity.

"STRIKE WHILE THE IRON IS HOT"

KEEP YOUR STOCK UP TO DATE

It will be profitable to you. We can assist you to that end.

We give all orders prompt and careful attention.

The D. McCALL CO., Limited

MILLINERY—Continued.

sale of Spring jackets is limited as compared with the Fall season, but in the large towns and cities a good trade is done in the above lines, and keen, up to-date buyers are bound to appreciate the styles provided by S. F. McKinnon & Co., Limited.

RECENT ADVICES.

Sales of ready-to-wear hats are much larger than was expected earlier in the season, and picture hats are also selling well. Black and white are prominent among the colors, with all light shades much in demand in natural Javas and Cubas. Ribbons have been very active lately. Pearl cabuchons are also selling rapidly; in fact, all ornaments of all kinds with pearls in them are well liked. A buyer for Messrs. Caverhill & Kissock, who has recently returned from the New York market, says that the Easter Sunday parade there showed large red poppies and red geraniums to be much in evidence. Tulles and laces were also prominent.

THE NEW MATERIALS AND MODELS.

The John D. Ivey Co., Limited, report a most successful season, and are now receiving "cable repeat" orders for scarce goods and novelties for the Summer trade, including square mesh nets, laces and galloons.

Tulle is used in such large quantities that 22 yards are required to make one of the "Court" hats, being used in large rolls. Chiffon is a necessary and popular fabric for the millinery hats. Linen tissue is one of the novelties, and when artistically employed is very effective. Some of these linen materials have lace applique, or are embroidered with jet; it is also shown in pearl and straw embroidery, which are very elegant and decidedly new. This makes crowns or draperies for brims.

Liberty satin or soft taffetta ribbons in wide widths are much in evidence, since so many crush bows or draped bows are seen on the newest hats, and this ribbon being so light in weight is most suitable for that purpose.

Black ribbon velvet is a strong feature in millinery; almost every hat has an introduction of it, more or less, while piece-velvet is frequently used to enrich the tulle hats, now so much in vogue. A little of it gives the necessary finish. Sequin laces and jetted nets are as popular as the straw-embroidered nets and gauzes. The most fragile fabrics are used with most marked effect, for they carry the contrasting heavy galloons on lace applique to the best advantage.

Cabuchons are the new ornament of the season, and are shown in large and small sizes in pearl, jet, rhinestone and straw. Oval and square-shaped buckles are also good, and string beads (large and small) are used as garlands for brims of hats.

Ostrich feathers are extensively used for the larger hats, and osprey is again given a prominent place in hat decoration.

The new models shown by this firm are exceedingly handsome. One large picture hat is in black tulle and insertion straw, rolled together to form small rouleaux; these are then sewn on row after row for under-brim facing, and crown the upper brim, having a drape of straw and sequin embroidered net; long black feather held in place on edge of brim with a soft-knotted bow of black liberty ribbon, which is carried to back of hat and left in long streamers. Another of these swell hats was on the "Court" order, made of folds of tulle,

"CAN'T BE EXCELLED"

These three words exactly express the general opinion of those who have purchased from our stock this season.

And why should our goods be giving such satisfaction as this? Because they're the very kind Canadian dealers require, on account of their trade-winning qualities.

We have never before shown so highly fashionable and ample an assortment of hats as this season. No desirable style is missing. Our stock is noteworthy for its completeness.

Never before in the history of this firm has the volume of business been surpassed. The future will witness greater progress than the past. We are marching on progression's road and intend to stick to it.

Why not join the procession of progressive dealers who have taken hold of our lines? Expressions of satisfaction from our customers are the most potent endorsements we can produce—dealers everywhere accord our hats first place.

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SELLERS OF MONEY-MAKING HATS

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VANCOUVER OTTAWA TORONTO QUEBEC HALIFAX

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Stocks complete. New goods daily.

Try our Letter Order Department
and sort up your stock with the latest fads.

ORDER ANYTHING YOU REQUIRE.

We can fill your want.

THE JOHN D. IVEY CO., LIMITED

TORONTO. MONTREAL. WINNIPEG.

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handle our superior lines of Corsets, Bustles, Dress-Stays, Etc.? If not, we would be pleased to have you write for particulars.

BRUSH & CO., TORONTO, ONT.

CROMPTON CORSETS



Fit Well
Wear Well
Sell Well

Dealers write us regarding new lines before placing orders for foreign makes.

LA REINE

The Crompton Corset Co., Limited,
TORONTO, ONT.

MILLINERY—Continued.

edged with tubular crinoline cord for brim and crown ; long black velvet ribbon ends reaching to hem of the dress, and one long black ostrich feather placed flatly on the top of the crown, and falling gracefully over brim at left side. This hat is raised on a crescent shaped bandeau, which, though the hat is flat, gives the needed height.

A very chic hat of medium size, slightly rolling off the face, is made entirely of cream tulle in graduated rouleaux, fine and small on crown and larger on brim ; a chou of moss green velvet held with Egyptian ornaments is the only trimming. Another exquisite tulle hat was made of accordion pleated white tulle, the whole shape being covered with it, over which was a drape of white Irish point lace held with pearl cabuchons.

The newest hat is the draped "Capeline" (which is a body hat, or placque with a crown), so light in weight and so soft in material that it drapes into very pretty shapes over a foundation of some light texture material, which is used over wire shape ; then the trimming of it is very simple, so as to show the lines of the hat, for the work is really confined to the foundation. A Spanish turban is also among these newer shapes, with a very deep back drooping effect, the front of the brim being the ordinary depth. The crowns of these hats are no higher than the brims, so the flat hat is well carried out on them. Tricorne hats are also very popular, softly draped brims of lace or tulle over straw foundation and cockade rosettes fittting closely to the brim. Floral toques and foliage hats with point lace drapery are much used. The leghorn hats are more simple in shape, not caught into such fantastic shapes as formerly, but almost all have the flat drooping back.

A WORD AS TO STOCK.

For their Spring trade The D. McCall Company, Limited, are placing in stock large shipments of laces, galloons, ribbons in soft taffetas, liberty satins in mousseline, chiffons, mechlin nets, cabuchons, flowers and pearl beads.

In cabuchons, they find that those in pearl, pearl and gold, pearl and straw, and straw and pearl, are most popular. Cabuchons in straw and jet will also be much worn. These all come in many designs.

Pearl beads and brush osprey will be much worn this season, and this firm have them for sale at a wide range of prices to suit every class of buyer.

The D. McCall Company find the best selling ribbons this Spring to be those on soft-finished taffetas, liberty satins, and mousseline in many new designs, and they have a good stock of these. A range of black and colored velvet ribbons that they have in all widths and sizes are selling freely.

Laces will be much worn again this year. This company find the most popular laces to be in black and cream Chantilly and chiffon. They find, besides, that for draping purposes, Brussels applique, from five to ten inches wide, will be extensively sold. They have also a number of novelty laces in many patterns, coming in luxeil, oriental, galloon insertions in cream, butter, Arab or Paris lace appliques and grass lawns.

This firm are showing a large variety of chiffons in white, black and in colors, coming in ten different grades, ranging all the way from four to forty-five inches wide. They have nine different shades in mechlin nets, in white, black and colors.

As flowers for Spring and Summer wear will be quite fashionable, this house have a large selection of them for sale. The principal varieties are crushed and mounted roses, June roses, forget-me-nots, marguerites and lily-of-the-valley. Long stem flowers and plain and berry folige are also favorites with a good many. These come in a large variety of new creations.

BELTS AND LEATHER GOODS.

The Julian Sale Leather Goods Co., of Toronto, are showing an extremely wide and attractive range of leather articles just now, and their belts and chatelaine bags stand out prominently in their display of smallwares. Leather belts will never cease to find favor with well-dressed women and the season's samples of fawn and grey suede, patent leathers, seal grain and real seal, in blacks, browns, olives, etc., with nickel, brass and covered buckles are as beautiful as one could wish. The "Popular" and "Smart" belts are wide at the back, and cut to fit the figure, giving the long waist effect.


RETURNED
APR 10 1902

The chatelaine bags, in real seal, walrus, morocco, and imitation are all on newly-designed frames, oxidized, silver and gilt. Their catalogue shows many saleable notions, a lot of which are particularly suited to the tourist season—bonnet boxes, travelling pockets, neck pockets, toilet rolls, flat collar and cuff cases, purses, ticket holders, etc. In fact, their entire list of articles numbers something over 650, and many of these are illustrated and quoted in their new catalogue, which The Julian Sale Co. will be glad to send to any of the trade from whom their receive a request.

IN FINANCIAL DIFFICULTIES.

With liabilities of $76,900, and nominal assets of $132,-199.47, Mr. F. W. Foster, who conduct large general stores at Clinton and Ashcroft, B.C., is asking an extension of time. The eastern creditors have received the statement of affairs, along with the proposition that they should accept ten cents on the dollar every three months, without interest, until the entire amount is paid. It is proposed also that Mr. Foster retire from the active management and a new manager be appointed.

Mr. Foster is one of the oldest established merchants in the West, having been in business for 41 years. His principal place of business is at Ashcroft, he running a branch at Clinton. A recent illness and over-purchasing is given as causes for the present trouble. Besides the stores Mr. Foster conducted a ranch, which is included in the assets.

The statement of assets presented to the creditors is as follows :

Book debts :		
Ashcroft	$18,916 74	
Clinton	15,681 91	
		$34,598 65
Stock :		
Ashcroft	42,399 82	
Clinton	23,651 00	
		$66,050 82
Real estate :		
Ashcroft	10,000	
Clinton	4 500	
Victoria	7,000	
Ranch	8,000	
		$29,500
Incidentals		2,250

Making a total of $132,199 47. The western creditors, it is understood, have agreed to accept the terms offered, and the eastern creditors are now asked to agree to this arrangement.

FURS

Our Samples are now in our travellers' hands, and will be submitted for your inspection shortly.

Many novelties are being introduced for the coming season, and values, in face of the advance in raw materials, never better.

With largely-increased accommodation in our new factory, we are in a better position than ever to insure early deliveries, exceptional values and high-class workmanship.

James Coristine & Co., Limited

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Wholesale Dry Goods and Woollens.

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Moccasins

EXPANSION IS MY MOTTO.

The rapidly increasing popularity of our lines has won for me the best trade in Canada.

Our Traveller will call on you shortly.

J. Arthur Paquet,
QUEBEC.

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A paper that tears easily means loss and dissatisfaction to the customer. Our wrapping papers, whether Brown or Manilla, are the good kind. Economy counts in the fact that the weight is always right—full weight every time. The count is full 480 sheets to the ream.

—Our Waterproof Wrapping Papers are preferred
—for express parcels always. Ask for samples and
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TORONTO and MONTREAL.

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DRY GOODS AND MILLINERY

Dress Goods, Cloth, Tweeds, Drills, Ducks,
Cottons and Velveteens,
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

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Technical, Chemical Dyers and Finishers,

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Principal Offices—215 McGill St., Montreal. 123 Bank St., Ottawa
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GALT.



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SON & CO'Y,

WHOLESALE WOOLLENS
—AND—
Tailors' Trimmings

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Consisting of 126 Steamers Aggregating 450,000 Tons.

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Winter Sailings between St. John, N.B., and Liverpool direct.

From Liverpool.	STEAMERS.	From St. John, N.B.
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" Mar. 11	LAKE ONTARIO	" " 28
" " 25	*LAKE SUPERIOR	" Apr. 11
" Apr. 8	GARTH CASTLE	" " 25

*Carries Second Cabin and Steerage passengers only.

First steamer sailing from MONTREAL, LAKE CHAMPLAIN, May 3rd, followed weekly by LAKE MANITOBA, LAKE ONTARIO, LAKE SIMCOE and LAKE MEGANTIC.

WINTER RATES.

FIRST CABIN—Single, $42.50 and upwards. Round Trip, $80.00 and upwards.
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50.

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Capital Subscribed -	$2,000,000.00
Capital Paid Up -	1,000,000.00
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Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

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Ladies' Suitings, Homespuns, Friezes, Venetians

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OUR LINE OF

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is complete, and it will certainly pay you to write us for prices and see our travelers' samples. "Do not put off until to-morrow what you can do to-day"—write to-day for our catalogue and prices.

Campbell Shoe Co.

QUEBEC.

CLOTHING AND WOOLLEN TRADE

ACTIVITY IN RETAIL CLOTHING.

THERE is a notable expansion in the retail clothing business all over Canada, and advices from many quarters show that the Spring trade has opened well with excellent prospects of its continuing. The ready-made clothing now being produced in Canada is of such a decided merit that it has given a great impetus during the past few years to the retail sales. This is proved by the enlargement of stores, the bigger stocks being carried, and the reputation acquired by Canadian clothing. This has not interfered with the custom work. There has been room for both. The net result has been that the Canadian people are buying more clothes; first, because they can afford to owing to good times, and, secondly, because they are tempted to do so.

Grafton & Co., the Hamilton clothiers have had plans prepared and are having completed the building of a large, up-to-date store on their Colborne street property in Brantford. This firm have made wonderful progress in establishing branch stores all over the country, and have bright energetic young men as managers.

The clothing department of Scovil Bros. & Co., St. John, N.B., has been much improved and embellished. Two fine fixtures have been installed along two sides of the outer store for the accommodation of the new line of semi-ready clothing, of which the firm are making a specialty. These comprise 23 cabinets of quartered oak, with glass fronts, ingeniously contrived to contain, ready for the immediate inspection of any customer, a complete line of this fine brand of clothing arranged in order of size. The door of each cabinet, with its large light of plate glass, is hung so that when opened it slides back out of the way and allows the long steel rods on rollers which support the clothing to be drawn out for inspection. A sliding truck at the bottom of each cabinet accommodates the extra trousers of the size appropriate to the suits also contained there. In the angle where the two lines of cabinets join is a commodious fitting room with a handsome door of stained glass. Around the top of the cabinets is an iron railing supporting chandeliers carrying electric lights in cut glass globes. Behind the railway is a walk bordered on the other side by a series of oak drawers, 350 in number, which contain reserve stock—one suit to each drawer.

Mr. J. J. Garland, of Portage la Prairie, has now formaliy taken over the clothing business so successfully conducted for many years by the late William Garland, and will continue to do business at the old stand under the firm name of William Garland & Co. The new proprietor has been connected with the business for the past ten years and the continued success of the firm in late years has been due largely to his foresight and business ability.

The R. H. Crowder Co. are opening a new store in Wingham, Ont., and will handle a very extensive line of ready-to-wear clothing and men's furnishings.

Greig & Stewart, of Seaforth, Ont., have taken possession of both stores in their present block. They have removed the partition between the two stores, making the largest strictly clothing store in Western Ontario.

GOOD BUSINESS.

Judging by the large sorting trade which the woollen department of John Macdonald & Co. have done with the tailors, it is evident that business in the clothing line, both custom-made and ready-made, is very active. This is a sure sign of good business throughout the country when the tailors report a good Spring business. This house report a recent shipment of 6.4 black and white tweed suitings, and also a consignment of fancy worsted trouserings and suitings in all the new styles. The ladies' suiting department continues to be fully assorted with homespuns in plain and fancy stripes, as also a large range of boxcloths, Venetians, black and blue worsteds and serges.

WOOLLEN TRADE NOTES.

The woollen department of The Gault Bros. Co. contains an unusually large range of woollens for Fall, the popular grey and brown effects being given full prominence. Zibelines and other novelties are shown in great variety, and the "Lady Cloth," which they alone handle in Canada, may be had in plain colors and mixtures. They are having big success with the Belwarp "Swanbaks," and in the range of fine vicunas and cheviots large sales are reported.

Coronation patterns in Scotch tweeds for men in black and white spots are quite fashionable in Great Britain, and as they are coming into favor here The Wyld-Darling Co. are selling large quantities of them. Brown checks in tweed suitings will be much worn and the black vicunas, cheviots and undressed worsteds will be fashionable. This house find that blue serges will still be popular. They also have a range of grey cheviots and rain-proof cover coatings for Spring wear, besides trimmings to match all the above lines.

THE LATE MR. THORNTON.

W. S. Thornton, of the firm of Thornton & Douglas, who conduct large clothing stores in Guelph, Stratford and Chatham, Ont., died suddenly at Stratford on March 25. Mr. Thornton and his partner, Mr. Douglas, started business in Stratford in 1888. They were previously connected with the firm of McLaren & Co., of St. Catharines. In Stratford they succeeded in building up a large trade in clothing. The success of their venture led to the establishment of a branch in Guelph nine years ago which was conducted by Mr. James Gordon. Two years ago the firm opened a fine store in Chatham which Mr. Gordon went to manage. He was followed by Mr. Fred. B. Heath, who has since had charge of the Guelph store. The late Mr. Thornton was a clever business man. He was shrewd, tactful, and resourceful. His energy was unbounded and the undertakings of himself and his esteemed partner never stopped short of marked success.

The Dominion Cotton Mills Co., through their selling agents, Stevenson, Blackader & Co., are showing some beautiful lines of wrapperettes, skirtings, twills and cretons. Retailers should make it a point to see the samples of these goods, which are shown by all first-class houses.

The Gault Bros. Co., Limited, are showing a splendid range of men's fancy cashmere half-hose for Summer wear; also cottons and lisle thread in blacks, tans and fancies. Attention was drawn in our last issue to the fact that this firm are sole agents in Canada for the celebrated "King" collar buttons. These embody a brand new and useful idea that should sell them at sight. If dealers will ask their travellers to show samples of them, a glance will be sufficient to convince them that this is the best button made.

ADVERTISING IN WESTERN CANADA will be . . .
CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE **ROBERTS ADVERTISING AGENCY,** WINNIPEG CANADA.

GIBSON ARNOLDI & CO.
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THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings; $40 per thousand, payable in advance: but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

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232 McGill Street, MONTREAL. 10 Front St. East, TORONTO.

PEWNY'S KID GLOVES

ARE SOLD BY ALL THE LEADING STORES THROUGHOUT CANADA.

What has made them so popular with the trade?

The **FIT** and **QUALITY,** backed up by the maker's guarantee with every pair.

WE HAVE NOW IN STOCK a large assortment for

SPRING 1902

and can fill all orders for the latest Styles and Colors promptly.

Handle this line and make handsome profits.

S. GREENSHIELDS, SON & CO.
Sole Selling Agents for Canada. MONTREAL.
GREENSHIELDS & CO., Limited, VANCOUVER, BC.

The money invested in a Cash Carrier pays a better profit than that in any other fixture or line of merchandise.

The Lamson Rapid Spring Cash Carrier

IS ONE OF THE BEST.

Over 100,000 in use.

FREDERICK C. CUTTING,
Cable, Spring, Gravity, Pneumatic Cash Carriers and Parcel Carriers of all kinds.
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Artistic Show Cards and How to Write Them.



This Means to the merchant a more up-to-date store and a vast increase in sales; to the Window-Trimmer and Salesman advancement, and an increase in salary. My book of instruction at one dollar is the most complete work of the kind ever published. It covers the entire field, revealing all the painters' secrets. It will teach you the art from its rudiments to the production of the most difficult and finished work during leisure hours at home.

The Edwards Instructor on Sign, Show Card and Ticket Lettering postpaid to any address, **$1.00.** For further particulars, write. It will pay you!

W. EDWARDS,
Box 315. CARLETON PLACE, ONT.

The Auer Gas Lamp

Money-Back Style.

No. 5



IT will make your store or home as bright as day without costing you as much to run as your oil lamps or electric lights.

THERE is no smell from it and it does not flicker.

IT shows the true colors of your goods which oil and electricity do not.

SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED.

SEND FOR CATALOG AND TRADE DISCOUNTS.

AUER LIGHT CO., 1682 Notre Dame St., MONTREAL.
Manufacturers and Importers of
MANTLES—SHADES—CHIMNEYS—BURNERS—ETC.



CANADIAN COTTONS FIRM.

Montreal and Toronto, April 4, 1902.

THE cotton market is in a very healthy condition at present, the mills being busy shipping goods for immediate requirements. The advance in grey and white cottons, which ran from 3 to 10 per cent., according to the grade, checked the sale of these goods for a few days, as it came rather suddenly to the trade, but business has now resumed its normal condition. This change took place on March 6 when the two big Canadian concerns which make white and grey cottons, namely, The Dominion Cotton Mill Co., and The Merchants Cotton Co., issued lists advancing the prices of their principal lines. This upward movement of prices affected bleached shirtings, ducks, grey and bleached sheetings, pillow cottons (which went up as much as a cent a yard), piques, long cloths, tent ducks, and grey cottons. This caused a good deal of discussion in the trade. It is believed to be warranted by the higher prices for raw cotton, but those who use cottons as material for making-up purposes object to the increased price. It is understood these two mills will in future work together to keep their prices at a level.

Some manufacturers are cutting up bleached goods for ladies' wear, importing a few cases of the lighter-class cambrics, but only to a limited extent.

The market for cottons in the United States is in splendid shape. Spot goods have been completely sold up, and the present demand is for goods for future use. The different strikes are bound to make some sharp advances on that market.

In England the condition of the cotton goods market is not so satisfactory. Manufacturers of yarn in South Lancanshire are in a bad way, but now they are working only four days in the week, which will reduce stocks and give a firmer tone to the market. All manufacturers of the finer cotton goods are doing well, not only in Great Britain, but all over the world.

In this connection it might be added that the public do not discriminate and cannot understand why one will do well and another poorly, both supplying the same customers. The reason, generally, is that one concern uses its brains and experience in turning out the finer, superior goods, while the other is content to go along in the old rut.

The present price of cotton may or may not last long. The situation is critical, and there is every reason for being prepared for an advance, while a decline in the market is almost out of the question. A very good authority, not a manufacturer, said to a representative of this paper: "I would not be surprised to see the price of cotton go up as high as 10c. before the end of the season. The mills must be given credit for keeping the prices as near as possible to the present basis, which is from 7½ to 8c. Should the price of raw cotton ever take a fractional advance, manufacturers will be compelled to raise their prices again. On the other hand, for any reduction to be brought about, it would be necessary for the base price to go down to 7c., and that would be a very great drop from the present price of 9c., and is not at all likely to occur."

Said another well-posted man in the cotton trade to "The Dry Goods Review": "The Canadian market is in a peculiar condition, because it looks like a case of short supplies in the United States where prices are going higher. Still, in my opinion, this will not affect prices in this market for the rest of the season any more than prices have already been affected. Increases made in white and grey cottons, hosiery, yarns and moleskins by the two big mills the other day (and it is understood that the Montmorency mills also assent to the new schedule) are being paid by the wholesale trade, and I see no reason to doubt that the retail trade will have to follow suit. As to colored cottons, large buyers are of the opinion that the prices for next Spring will be higher. The lists, however, will be ready in July and then we will know whether this prediction is right or not."

THE LONDON WOOL SALES.

The second series for 1902 of the London wool auction sales closed on March 26. When the series opened merinos sold at par to 5 per cent. above the February sales, and on this basis proceeded amid uniformly brisk competition throughout. Fine wools were in special demand and fine crossbreds, after opening at par to 5 per cent. higher, hardened somewhat. Coarse grades opened 5 to 7½ per cent. higher, but closed weaker. Cape of Good Hope and Natals were in good demand, and nearly all were sold. Greasy advanced 5 2-5 per cent. and snow whites a fraction. The sales closed with a firm tone. American purchases were confined to fine and medium and crossbreds and a few lots of choice greasy merinos. The offerings during the series numbered 163,000 bales, of which 73,000 were taken by the home trade, 75,000 by the Continent, 4,000 by America, and 11,000 were held over.

MAGOG PRINTS.

Below is given the price list of Magog printed goods for Fall, 1902, under the same terms as the trade have been familiar with. The travellers are now commencing to show samples of these goods:

	Cts.		Cts.
C. 10 Salisbury	8	C. 27 Ladas Tweed	10
C. 12 " Rev	8	" " Aniline	11
C. 13 Suiting	8	C. 28 Heavy Mole	16
C. 14 Fcy. Suiting	8	C. 29 Ex. Heavy Mole	19½
C. 15 Wrapperettes	10	C. 50 Crepe Cretonne	6½
C. 16 Rev. Wrapperettes	10	C. 30 Twill "	7½
C. 17 French Twill	10	C. 31 Ottoman "	9
C. 18 Swansdown	15	C. 32 Oatmeal "	10
C. 19 Coat Lining	10½	C. 34 Sateen "	15
C. 20 Skirting	10	C. 35 Napped Sateen	12
C. 21 Skirting	11½	C. 41 Alexandra	10
C. 23 Moreen	10	C. 51 Art Muslin	5
C. 24 Heavy Twill	11½	C. 42 Magog Tweed	9
C. 25 Durban Drill	10		

REVISED PRICE LIST OF BELWARP SERGES, COATINGS, ETC.

Price, black.	Name.	Price, indigo.
$1 90	Admiral	$2 15
1 90	Argyle	2 15
1 45	Bellrock	1 70
2 05	Brooklyn	2 30
2 65	Balmoral	2 90
1 95	Clifton	2 20
2 15	Curragh	2 40
1 70	Commodore	1 95
2 25	Dalmeny	2 50
1 65	Eton	1 90
2 20	Gloucester	2 45
2 25	Gordon	2 50
2 00	Harvard	2 25
1 70	Ivanhoe	1 95
1 25	Majestic	1 50
1 50	National	1 75
2 20	Strathmore	2 45
1 95	Treasury	2 20
1 35	Teutonic	1 60
2 35	Westminster	2 60
1 60	Waverley	1 85

THE MARKETS—Continued.

CANADIAN OILCLOTH PRICES.

CARRIAGE FLOOR OILCLOTH.

	In 30-yd. Pieces.			
	5-8	3-4	7-8	5-4
No. 1 Quality.....per yd.	.25	.30	.35	50
No. 2 " ..... "	.15	.18	.21	.30
No. 3 " ..... "	.12½	.15	...	.25

Terms: Cash, less 3 per cent. in 10 days.

FLOOR OIL CLOTH.

No. 1 quality, in widths of 4-4, 5-4, 6-4, 8-4 and 10-4, per sq. yd....	32c.
No. 2 quality, " 4-4, 5-4, 6-4, 8-4 and 10-4, "	25c.
No. 3 quality, " 4-4, 5-4, 6-4 and 8-4 "	20c.
Mats or rugs—No. 2 quality in the following sizes: 4-4 x 4-4, 4-4x6-4, 5-4x5-4, 6-4x6-4, 6-4x8-4, 8-4x8-4, 8-4x10-4 10-4x10-4	30c.

CANVAS STAIR OIL CLOTH.

	Widths.		
	2-4	⅝	¾
Canvas back.....	.09½	.12	.14½
Painted back.....	.13	.16½	.20

Length of pieces, 30 yards.

TABLE, SHELF AND COTTON STAIR OILCLOTHS.

	Widths.	
	5/4	6/4
Fancy mosaics, per piece of 12 yards	$2 10	$3 00
Fancy Woods, " " "	2 10	3 00
White Marbles, " " "	2 25	3 20
White Muslin, " " "	2 25	3 20
Colored Muslins, " " "	2 25	3 20
	11 in. wide.	
Shelf oilcloth, " " "	0 60	....
Shelf oilcloth, " " 24 "	1 20	....
	15 in.	18 in.
Stair oilcloth, muslin back, 50 yd. lengths.....	6½c.	8½c.
Stair oilcloth, duck back, 40 "	10c.	12c.

ENAMELLED OIL CLOTHS.

		In 12-yd Pieces,		
		5-4	50 in.	6-4
Muslins.				
Black, bright (glazed) and dull finish .....per yd.		.19	.21	.25
Black, patent face.....	"	.23	.25	...
Browns, greens and maroons	"	.24	.27	.31
Russet and tan	"	.24	.27	
Blue, yellow and red.....	"	.31	.35	
Scarlet, white and crimson.....	"	.43	.48	
White sign cloth	"	.19	...	.25
Drills.				
Black, bright (glazed) and dull finish.....	"	.24	.26	.32
Black, patent face	"	.27	.29	...
Black, tan back, patent face.....	"	.33	...	...
Black, figured back.....	"	.29	.32	.37
Black, brown back.....	"	.32	.34	.39
Browns, greens and maroons.....	"	.33	.35	.40
Russet and tan	"	.33	.35	...
Blue, yellow and red.....	"	.38	.42	...
Scarlet, white and crimson	"	.50	.56	...
Ducks, Etc.				
Black, bright (glazed) and dull finish.....	"	.30	.32	.37
Black, patent face	"	.34	.37	...
Black, figured back.....	"	.35	.37	.42
Black, brown back	"	.38	.40	.44
Browns, greens and maroons	"	.40	.42	.46
Russet and tan	"	.40	.42	...
Oiled, for wagon tops (50-yd. lengths)	"	...	...	.44
Black moleskin, patent face	"	.78	...	...

NOTES IN THE STAPLE DEPARTMENT.

The Wyld-Darling Company state that household linens are in active demand, and the quantity of table linens, napkins, damask cloths, towellings, etc., they have in stock is rapidly diminishing. Retail merchants should note that linen goods are still advancing and are likely to remain high for six months at least, until the new crop of flax comes in, and at present there are no signs of reduction from any of the linen centres.

ADVANCE IN GERMAN GLOVES.

Canadian agents for German gloves, especially the Ringwood makes, received advices April 1 from the manufacturers refusing orders at the old figures. The only explanation so far given of the advance is the high prices of fine wools. English Ringwood gloves have not thus far been affected.

COMPETING WITH BRADFORD GOODS.

The Montreal Cotton Co. are offering a handsome range of mercerized sateens. Their trade in 54-inch Italians has grown rapidly. The new mercerized finishes are completely doing away with the lower classes of Bradford worsteds, a fact that is gratifying to Canadians, since the money for such goods is kept in the country, the value of the raw cottons and dyestuffs being the only portion going to other countries.

Robertson & McIntosh, L'Orignal, Ont., have added a dry goods department to their general store.

The three cotton departments of Messrs. S. Greenshields, Son & Co. report the largest sales in the history of the house for this season.

The Colonial Bleaching and Printing Co. are receiving letters by every mail complimenting them on the exceptionally beautiful range of Fall samples they have shown. Many customers have said that they are the finest they have ever seen. As usual, the company have made a specialty of the blue prints.

1,000 Good White Business Envelopes for $1.00



ANY PRINTING. We do good Printing cheap—500 Statements, 500 Noteheads, 500 Envelopes for $2.50.

SNAPS IN STATIONERY OF ALL KINDS — Business Pencils, $1.00 gross, regular $1.50. Write us your wants.

WEESE & CO., Jobbers, 51 Yonge St., **Toronto.**

A leading Importing and Manufacturing Notion House, of New York City,

WANT A CANADIAN AGENT

Must have first-class business connections, and be able to interest large Retail, Wholesale, and Department Stores.

Address: SAMSTAG & HILDER BROS.,
557-559 Broadway, New York.

THE REVIEW'S DIRECTORY OF AGENTS.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., **TORONTO—and MONTREAL.**

Dry Goods Commission Agents.

Representing
- Wm. Simpson Sons & Co., Philapelphia, Pa. Prints, Linings and Draperies.
- Cartwright & Warners, Limited, Loughborough, Eng., Hosiery and Underwear.
- D. Sandeman & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS, Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

WANTED.

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

THE C. G. YOUNG CO.

RUBBER STAMPS

AND SUPPLIES

No. 1 Adelaide Street East, - TORONTO

THE HAT TRADE.

Messrs. James Coristine & Co., Limited, are showing a line of soft felt hats in the new Panama shapes, from $10.50 up, which are meeting with considerable favor from the trade to judge from the orders placed for them. A line of low priced Panama straw hats is what every retailer wants, for the popular trade cannot indulge in the very expensive makes. This house has brought out a Panama hat to retail from $2.25 to $2.75, which is selling remarkably well. The new samples are being shown now. Their travellers are on the road with a complete set of all the latest novelties in felts, straw hats and caps for the sorting season as well as having with them the prevailing Fall styles. The usual large range of furs, etc., are also shown. Notwithstanding the advance in some lines orders are being placed very freely. The firm expect to be in their new building about May 1, when everything will be completed and in readiness for the Fall opening.

Two new yachting caps shown by Messrs. Rathbone, McNeil & Co. will sell on sight. One, the "Auto," is an entirely new style, with leather peak, band and piping. The other, is a soft, crush yachting cap, made in tweeds and navy. It is a very light cap and is selling rapidly. The "Raglan" and "Baden-Powell" are popular men's caps in light and dark tweeds, which are in great demand for Summer, and already several orders have been received for the Fall trade. Children's caps and tams are a specialty with this house. The business done in tams, especially, is enormous. In ladies' straw hats, jumbo and pineapple straws are selling rapidly and deliveries are being asked for already, owing to the early opening of the season. Men's straw hats in plain and fancy bands, with single, double, triple and quadruple brims, have been a big success with the firm, exceeding their own expectations. A line of outing shirts, something of a novelty in this market, has recently been added to the stock, and it will pay dealers to look them up. They are in flannel, with starched bands. Different patterns and colors, all attractive, are shown, including checks, plaids and stripes. The name, the "Winner," is appropriate. They have been a leading style in the United States and are making very rapid progress here.

A representative of Messrs. Stewart, Allan & LeMaistre, manufacturers of the "Salem" waists, has lately returned from New York, where he spent Easter on the lookout for late novelties for the Canadian trade. This house has made a big success of the Gibson waists in muslins, and are showing an exceptionally beautiful range for early May delivery. This waist will undoubtedly be a leader during the coming season, and dealers handling the products of this house need have no fear of their assortments not taking well.

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STAPLEY & SMITH

MANUFACTURERS OF THE CELEBRATED

"Hibernia"

Hand Made





"Sterling"

Lock Stitch



UNDERWEAR

For Ladies and Children.

Baby-Linen — Infants' Millinery

Infants' Costumes and Pelisses

Ladies' Skirts and Blouses

Dressing-Gowns and Jackets

CORSETS



"Alpine" Natural Underwear for Ladies and Children.



FACTORIES—

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128 London Wall

LONDON, E.C.

Catalogues supplied on application.



To the Trade— *April, 1902.*

Established 53 Years.

Keeping your stock well assorted adds greatly to the volume of business—

We find it so.

Goods bought with care and a thorough knowledge of values give your customers satisfaction—

It brings us new customers.

Fashions and suitable goods for the district or Province in which you are doing business make selling easy—

We study the trade of every Province.

Old and warehouse-worn goods are bad stock and dear at almost any price—

None to be found in our warehouses.

Keeping in close touch with the markets of the world enables you to know values and fashions—

See our stock.

Order at once any goods in demand that you are sold out of. The best want book is your order book—

We know by experience.

Taking cash discounts contributes greatly to success in business—

We take them.

Ordering by letter is a prompt and easy method of keeping your stock fully assorted—

We have made the filling of letter orders a specialty.

Courteous attention to customers and mutual confidence between buyer and seller in the smallest detail of business increases the prosperity of both—

We have the confidence of thousands.

John Macdonald & Co.

Wellington and Front Streets East — Toronto



VOL. XII. MONTREAL AND TORONTO, MAY, 1902. No. 5

FOR LACE NOVELTIES
OF EVERY KIND
A GO-AHEAD FIRM
IS THAT OF
TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS, LACES, VEILINGS, MADE-UP-LACE, BLOUSES,
APRONS, ROBES, CRAVATS, COLLARS, BELTS, ETC.

TIDSWELLS
Factory: Old St., London.
3 and 2 WOOD STREET,
Also at Glasgow, Sydney and Melbourne.
LONDON, ENG.

Mantles,
COSTUMES, SKIRTS, ETC.

Canadian Buyers will always find the very latest Novelties in Ladies' and Children's

Jackets, Skirts, Mackintoshes, Capes, Etc., Etc.

in our showrooms. Special attention is being given to the requirements of the Canadian Trade, and we will be glad to show our samples, and learn your needs.

Mr. Robert Edminson is now acting as our Agent for the Dominion of Canada.

CORBY, PALMER & STEWART
39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

THE BEST DRESS GOODS ALWAYS BRING TRADE.
PRIESTLEY'S DRESS FABRICS
WILL DO THIS FOR YOU.
Ever popular because of their
STYLISH EFFECT and WEARING QUALITIES.
THEY SELL THEMSELVES.

S. GREENSHIELDS, SON & CO., MONTREAL.
Sole Agents for Canada.

WYLD-DARLING

WHOLESALE DRY GOODS. **COMPANY, LIMITED.** MANUFACTURERS, TORONTO.

ASSORTING SEASON — NEW GOODS.

Our stock of Ladies' Cotton and Cashmere Hosiery is complete.

SPECIALS

Black Cotton, with open lace work, to retail 25c., 40c., 50c.
White Polka Dots on blue, black or red, retail 25c.
Infants' Cotton and Cashmere Sox—all sizes—black, white, tan.

Whitewear.
All our orders were placed before advance in Cottons.

Night Dresses--Underskirts.
3 Leading Lines—retail 75c., $1.00, $1.25.

Drawers--Corset Covers.
Retail 25c. and 50c.

Summer Blouses.
White Lawn, with Valenciennes Insertion and Lace Trimmings—latest styles—retail 50c. up.

Bedford Cords.
White, Cream and Colors, very special value–retail 25c.

Lustres--
Black, White, Cream, Reds, Sky—retail 50c.

Black Silk Grenadines--
Below regular value — Stripes, Checks and Floral Designs—retail $1.00.

Complete assortment Ladies' Bleached **Knitted Underwear**
—sleeveless, short sleeves and long sleeves–stylish trimmings–retail 10c. to 50c.

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HEAD OFFICE, - TORONTO.

"Rooster Brand"



Order your

Summer Clothing

White Duck Pants, etc.,

before the hot weather comes. You will want them, so don't delay.

Negligee Shirts in beautiful designs.

Working Shirts, full sizes and long bodies.

Pants of all styles and prices.

Overalls, Double Bibs and patent Safety Watch Pocket.

Skirts for the Summer trade—the latest vogue.

ROBERT C. WILKINS,

New Factory:
2086 and 2088 St. Catherine St., cor. Bleury St.
MONTREAL.

S. GREENSHIELDS, SON & CO.

MONTREAL.

STOCKTAKING SNAPS

We can, as usual at this time, offer to our many friends lines at greatly reduced prices to clear before the end of the month.

We can interest you in every department, and whether you visit our warehouse, or buy thro' our travellers, we are confident your purchases will bring you handsome returns.

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

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Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000. Employees, 12,000

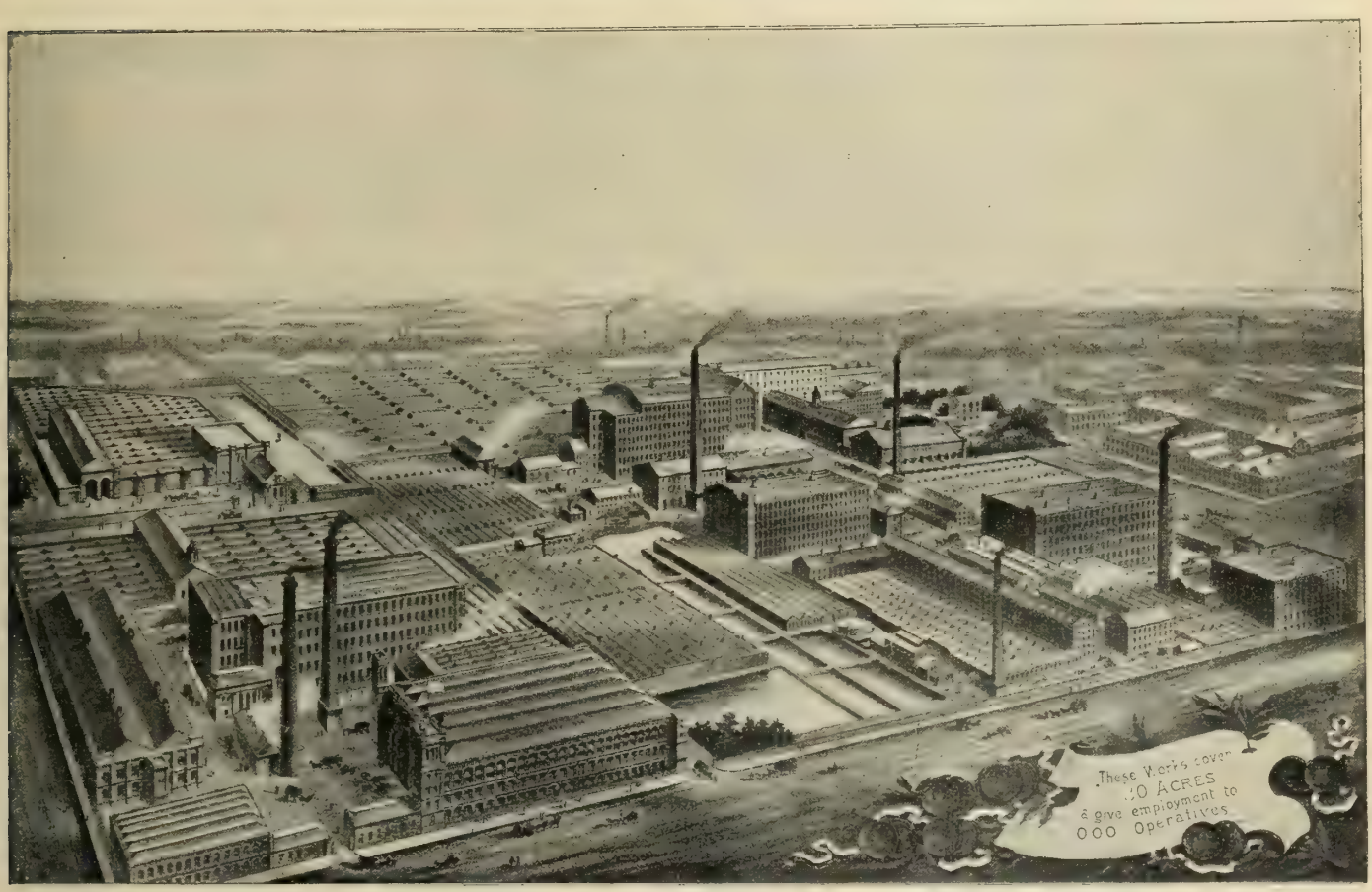
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Smallwares, Haberdashery and Trimmings.
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Oxfords, Harvards, Galateas
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Shirts, Underclothing
Ladies' Blouses
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COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, 107 PICCADILLY, MANCHESTER,
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Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.

The Celebrated C.B. Corsets (Patented and Registered)

ENGLISH MANUFACTURE

Have far and away the largest sale of any corsets in the world, being sold throughout the United Kingdom and British Colonies by 13,000 drapers to upwards of **4,000,000 Corset wearers.**

C. B. Corsets occupy a unique position in England—the test market of the world—where manufacturers from every stay-producing country compete upon equal terms—owing to their immense superiority over all rival corsets in the four following essentials: Perfection of shape, extreme durability, beauty of finish, and moderation in price. C. B. Corsets are pre-eminently suited to Canadian requirements, and quickly attract an important trade, easy to cultivate and capable of very considerable expansion.

C. B. Corsets represent a standard of excellence to which lesser-known corsets do not pretend.



The many, if unsuccessful, imitations of C.B. Corsets form flattering testimony to the sterling merit of the latter.

Our organization for the production of the Celebrated C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the best appointed factories in the United Kingdom. Embodied in the manufacture of C. B. Corsets are processes invented by, and known only to, ourselves, the result of which has been to produce a style and mathematical correctness in fit hitherto unknown.

We hold a finished stock of 50,000 dozens, and are able to execute practically every order by return.

SOLE MANUFACTURERS:

Charles Bayer & Company

Victoria Buildings, Golden Lane, London.
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Ideal Stay Factory, Oldland Common, England.
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Imperial Stay Factory, Portsea, England.
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"FALL 1902."

In addition to our large collection of *FANCY DRY GOODS,* which has been thoroughly replenished in all departments for the assorting trade, our travellers are now carrying a full line for *FALL 1902,* in *JACKETS, COSTUMES, SKIRTS, BLOUSES, WRAPPERS, UNDERWEAR, DRESS GOODS* and *CLOAKINGS.*

"The early bird gets the worm," and if you would secure early and prompt delivery, give us a chance to do your orders justice by placing them early.

The Lace Warehouse of Canada.

KYLE, CHEESBROUGH & CO., 16 St. Helen Street, MONTREAL

Boot and Shoe Laces

BEST MANUFACTURE

RIFLE, GLACE, SILK, CORD, LEATHER and PORPOISE.

Linen Threads

BARBOUR'S,
FINLAYSON'S,
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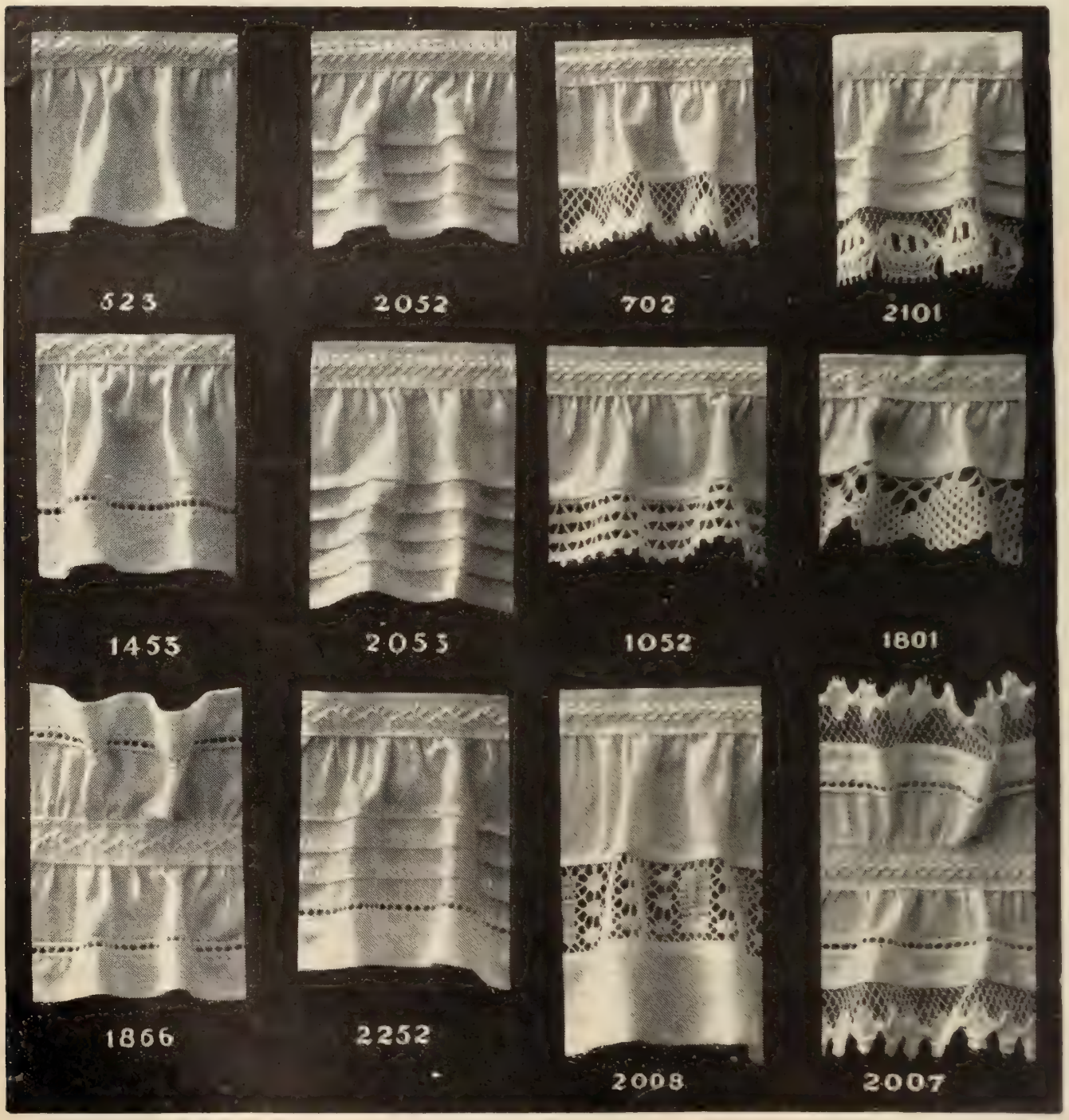
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THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETYOF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

WYCLIFFE

Cashmere Hosiery



Pure Wool Unshrinkable Underwear

We are sole representatives in Canada for the celebrated **"Wycliffe"** Hosiery and Pure Wool Unshrinkable Underwear.

MANUFACTURED BY

GREENWOOD & MOULDS, LEICESTER, ENGLAND.

Also at 59 GRESHAM ST., LONDON.

A complete range of their samples are now in the hands of our travellers. We would respectfully ask Canadian merchants, when in England, to call on Messrs. Greenwood & Moulds and inspect their goods.

PRIME & RANKIN, 22 Front St. West, TORONTO.

Coronation—June 1902

"UNIO"

Range of

Souvenir Picture Handkerchiefs, FLAGS and Decorations

Largest Variety ! Best Designs ! ! Cheapest ! ! ! AGAIN LEADS THE MARKET.





No. 100—24-in., "THE IMPERIAL."
Also other lines.

Various Designs
from 7½d. upwards.

Flags, Various Pictures and General Range.

Samples and Illustrated Lists now issued all over Canada. See you get our goods. All bear our Trade Mark ticket.

ASK YOUR WHOLESALE HOUSE FOR THEM.

Brown, Graham & Co.

37 GLASSFORD STREET,

Also LONDON and MANCHESTER. —— Glasgow

R. FLAWS & SON, Canadian Agents, TORONTO

The W. R. Brock Company. (Limited)

Toronto.

P600---28-in. Linen Knicker Suiting

for Ladies' Costumes, in Pink, Sky, Ox-blood, Navy, Green and Natural, to retail at 15c.

WJ23---36-in. Linen Suiting

in Pink, Sky, Ox-blood, Bluette, Reseda, Marine, Navy, Natural, and Grey, to retail at 25c.

Z55--44/45-in. Black Soleil

to retail at 50c.

JW19---44/45-in. Black Soleil

to retail at 75c.

The above are scarce goods and in great demand.

Our travellers are now showing samples on the road for the Fall trade, of the most beautiful styles of British, Canadian and American Wrapperettes that have ever been shown in this country.

THE CANADIAN DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, MAY, 1902. No. 5.

Our New York Dry Goods Letter.

Quiet April Trade and the Cause—Activity in Cottons and Probable Higher Prices—Piques in Favor but Scarce—Dress Fabrics with Etamines Leading—Velvets Promising Well for Fall—Ribbons Increasing—Cloak, Skirt and Waist Fashions With the Materials Used.

From Our Own Correspondent.

New York, April 25, 1902.



EVELOPMENTS in the dry goods field during the past month were not so marked as in March, and while the year's record of sales is well in advance of that of last year for the same total period, the amount of April business in many lines has shown a decrease.

The reason for this state of affairs is easy enough to ascertain, as an early Easter and cold weather are a hard combination for the retail merchant to make special headway against. The lull after Easter is all the more apparent after the busy rush in the middle of March, but there is still sufficient animation to carry the season well along to the Summer period. Of course, the main business has been done so far as the wholesale end is concerned, and departures in styles or materials will be reserved for another season.

SUMMER FABRICS ACTIVE.

There is still great activity in the whole range of Summer fabrics, and the light, gauzy creations that began to sell in January have been taken up as fast as the mills could furnish them. The craze to make and market new combinations of fabrics was never more in evidence, and, as a general proposition, never more successful.

NEW THINGS SOUGHT AFTER.

Silks and linens, linens and cottons, and mercerized cottons in various forms were all brought out in new forms and had their classes of advocates. The great search was for something different, and, if possible, exclusive for the time being; and thus limited quantities of various novel fabrics found their way into the market, and most of them into the hands of the consumer. The materials for the Fall season show a similar tendency, and new weaves and new finishes will likely play an important part in Fall business.

ADVANCES IN COTTON AND THE EFFECT.

Further advances in the raw cotton market were responsible for still firmer conditions in finished products. The settlement of labor troubles in the mills was prompt, and showed the urgency of the demand for goods by the readiness with which manufacturers consented to an advance in wages. The print cloth market showed further advances, with no tendency toward shading prices on regular goods. Strikes in Southern mills were also speedily settled, indicating healthy market conditions for the lower grades of manufactured goods handled in those districts. The export demand for raw cottons has fallen off to some extent, but according to well posted authorities, higher prices are eventually inevitable. The spectacle of raw cotton selling in New Orleans 20 points higher than in New York is unusual, to say the least, when the difference is usually the same amount the other way. Despite the fact that the Government report of the crop has proven to be too small, increased consumption and increased exports have accomplished the same purpose with the consequent rise in prices all along the line. There is under way a plan for consolidation of a large number of Southern spinners, who held a

convention early this month, but the effect of any such consolidation would not be felt to any appreciable extent on the present season.

WHITE GOODS.

The demand for white goods has fallen off temporarily, as weather conditions have not been favorable to the demand for medium and lower grades which respond more to immediate demands. Piques have been quite scarce, and the supply is limited. They are again favored for waists, but the former slump in prices is too recent in the recollection of the trade to warrant any extra effort on the part of the mills that are equipped for that class of weaving.

The sheer goods, as a class, are still leaders, and all that is needed to clean up the market is a little fai weather in May and early June, as the entire season's production is contracted for in one way or another. Mercerized effects, in figures and stripes, are expected to take the lead from present indications. White i: decidedly the predominating color in the entire cotton category, with ecru a close second.

ETAMINES ARE LEADING

In the dress goods section, and in the manufactured garment field, the great sensation of the season was the phenomenal popularity of etamines. Neglected at first, and then suddenly taken up by everyone, etamines are easily the leaders of the season so far as any single fabric is concerned. There were many disadvantages connected with the use of this material which stood in the way of its popularity, but all of these were laid on one side, and its popularity is expected to last well into the Fall season.

POPULAR DRESS FABRICS.

Mohairs and Sicilians are in fair demand and promise to displace some of the fabrics of the crash order for Summer dresses. Blacks and whites head the list, with a scattering demand for blue and glace. Fall orders of prominent dress goods buyers and manufacturers of costumes indicate a tendency to favor zibelines and fabrics of that order. Camels hair effects are likewise well thought of. Another fabric that promises well is made of wool and mercerized cotton, the latter appearing in tiny dots in square effect—white on a black or colored ground. It is anticipated that broadcloths will hold their own, as well as kerseys. Plushes are restricted to their limited field, though velours may widen their sphere.

THE SILK TRADE

In the silk field Shantungs and pongees are the favorites of the hour, and have taken more widely than was anticipated. China silks have been fairly active in the waist field, though prices are not what they were last year. Taffetas have been absorbed as quickly as they came from the looms, and while colors have not been so much called for this season, blacks are in the lead at firm prices. Moires, for the time being, are on the decline. Foulards are more or less uncertain; there has been a fair demand for them, and they are held by strong houses, but there is no snap to the demand, and quantities are to be had at slight concessions in price.

Veilings, plain and embroidered, in neat figures, are in good request for costumes. Canvas silks and specialities of that order are quite popular.

VELVETS HOLD THEIR POSITION.

Velvets are not yet active, but promise well for the Fall season. Early indications point to an increased use of velvets for waists, especially in fancy patterns in hair line and polka dot effects. Black velvet ribbons are still leaders for all kinds of trimming, and are considered good property for Fall.

USE OF RIBBONS.

Ribbons have been extensively used, and in lighter weights are scarce. Moires, for strappings, are in fair demand, but at lower prices. An increased use of ribbons is likewise noted in the millinery field, principally in wide taffetas.

CLOAKS.

In the cloak field, activity slackened off immediately after Easter, though the cool weather was responsible for a lingering demand for cloth suits. The Raglan is still on hand in a new form—pongee silk lined with white silk, collarless, and with tiny shoulder capes. Short jackets, in pongee, also with capes have been in demand for wear in Southern Winter resorts. In medium-priced goods, covert jackets have been in limited request.

THE SKIRT TRADE.

Walking skirts in taffeta were brought out by a few houses, but have not been well received. Odd lots of homespuns are in the market at closing out prices. In suit jackets the models without collars are still the favorites. Skirts, of the sun-plaited model, are in high favor; there is practically no departure from the serpentine styles of the earlier season. There is a fair demand for taffeta and net skirts, particularly with profuse trimmings of jube ruches on the flounces and seams. Plain skirts are the exception; ruffles and flounces are the rule. Skirts in point d'esprit, with large dots, have been ordered in fair quantities for Summer selling.

SEPARATE WAISTS.

In separate waists, the demand for taffetas is not as strong as it has been, and more attention is being paid to China silk and the lighter silk fabrics. Mercerized cheviot waists are still quite popular. The tendency is still toward white, and while there have been many attempts to bring colors to the front, especially in stripes, the big bulk of the buying is in the white. Gibson effects hold their own, and appear in advance Fall styles.

Shirt waist suits are now to be had for ten-day deliveries, indicating a falling off in the demand for this class of garments. However, the lateness of the season is easily responsible for the decline, and there is every reason to believe that interest will be revived later.

WM. J. BRANDT.

Our London Fashion Letter.

Fabrics for Costumes—The Lace Craze—Alpaca Gowns — Popular Colors - Ruffles and Sleeves The Fabric Belt—Sleeves—Coronation Table Centres, Cushions, Bibs and Other Novelties.

From our own Correspondent.

London, April 16, 1902.

REALLY splendid shows of advanced Spring or early Summer styles are now being made in West End drapers' shops, although the weather up to the time of writing has not permitted the wearing of Spring garments. Elaboration in trimming prevails in the costume and similar departments, and even tailor-made gowns in cloth, serge, frieze and alpaca are sometimes laden with lace applications, embroideries on stuff or lawn, or a multiplicity of velvet or glace tucks or piping above small flounces.

* * *

THE variety of the skirt styles is very great, but few of the much-heralded short walking skirts are to be seen. All the smartest shapes are cut with flowing length at the lower part, but continue to fit closely over the hips. Quite a new style, made up in plain or fancy cloth, has six seams, each machine-stitched, and this ends with a double-shaped flounce, finished with self-colored stitching. The bolero coatee with this style is intended to be worn open or closed, and has a shaped and stitched basque that comes well over the hips, and a large collar faced with silk, edged with fancy braid.

* * *

ANOTHER skirt taken from a French model is cut with four shawl-pointed skirts, one above the other, and each handsomely braided with silk and fancy metal cords, ending in a tassel ornament at every point. The bodice and sleeves repeat this idea. Alpaca gowns figure freely in the new models, their trimming varying greatly. In some instances very elaborate strapping or application designs in self colored satin foulards are seen. In others, small flounces are headed with pipings of glace or velvet.

* * *

VERY light tones of pink, blue, reseda, with dark blue, white, biscuit and cream, prevail in this as in most of the fashionable fabrics. There is a vivid green, known as emerald or Russian in Paris, which is very fashionably worn, with a bright blue for contrast, the effect being very French. Parroquet colorings would best describe this combination which is also very pronounced in the newest millinery models.

ABOND STREET tailor showed this week a very stylish gown of "Pirle" faced cloth of the brightest corn-flower blue with a collar, also cuffs, of bright emerald green velvet, the buttons on the vest being green beetles set with dark blue enamel.

* * *

SHIRTS, slips and blouses to wear under coats or boleros are, for the most part, made of soft draping fabrics, such as grass lawn, muslin, delaine, coarse lace, and, newest of all, white, cream or Paris colored point d' esprit. Taffetas, whilst coming more and more into popularity for coats and costume skirts, are not considered so fashionable for shirts or blouses, though the popular sale is not affected thereby. Short sack coats of pleated taffetas are very smart, and usually have the fronts ornamented with lace ruffles.



Drawn and Engraved for The Dry Goods Review.

A new design in glace silk coats trimmed with black Chantilly lace and Paris colored lace applications on the collars and cuffs. There are knots of black satin ribbon in the lace ruches and zig-zag lines of black sequin trimming on the front. Sketched at Messrs. Brice, Palmer's.

LONDON FASHION LETTER—Continued.

THE new ruffles take more of the character of the pelerine, and fall in cape-like flounces on the shoulders, rather than envelop the neck, as was the fashion last season. Some very handsome designs are in white or cream-colored glace silk, with light looking ruffles of chiffon, and having either hand painting or lace applications on the shoulder part. Others in white chiffon, with long and much-ruffled ends, have large inset designs in black Chantilly lace. Black point d' esprit made up with deep accordian pleatings on the lower part have narrow satin ribbon ruffles in black or white in V lines to finish the fullness at the neck.

* * *

A PARIS model pelerine ruffle is made up of three shade of tulle in pale pink overlaid with sky blue and then parma violet with ruches of the three to border it. The shaded effect is very novel. The idea is noticeable in other directions, particularly in millinery, where one color tulle or chiffon is laid over the other to produce a shadow effect.

* * *

IN evening gowns this scheme of color-blending is very successful when employed on light tissues, tulles or gauzes. A very handsome model on view in Regent street a few days since had a trained skirt of shot rose colored taffetas with a deep accordian pleating on the lower part. This was veiled with silver gauze, encrusted with cream lace motifs, and headed with a narrow poufing of the gauze, studded with moss roses in small tufts of natural moss. With evening gowns of this character there is usually a folded corselet belt of tinsel, gold or silver cloth, and similar belts are frequently worn with day gowns and costumes. Messrs. Hitchcock, Williams & Co. make a big show of novelties under this head in their trimming department, where they put forward also some very nice things in the much-asked-for gimp trimmings.

* * *

THE tucked bishop sleeve and cuff seems to have caught on wonderfully in the blouse and skirt trade, and its success is helped by the many ways in which it can be varied with lace galloon bands or insets. At Messrs E. & H. Tidswell's a splendid show of smartly tucked Jap, glace, oriental satin, lace, lawn, "Viyella" and muslin blouses and slips is being made this month. In many of these the sleeves are tucked in spaced or close set line from the shoulder to the waistband, and where lace is inserted in the neck part, a similar trimming ornaments the sleeve, either in narrow lines or as a band across the upper part of the arm. Real lace collars are a great vogue, and now we have revere-looking lace collar bands and cuffs to match. They take the form of the lined-shaped collar and cuffs, and are very big sales at present. Elbow or three-quarter length sleeves in guipure or tucked point d' esprit are finished with accordian-pleated chiffon frills and long tambour or braided lace sleeves in black, white, cream or Paris are shaped in medium bell form to come well over the wrists.

* * *

A POPULAR Sunday paper offers a prize to any of its readers who discover in the next issue the word "Coronation." Novelties put forward for this special purpose hang fire, and one has already become tired of the word Coronation, yet, as it is the duty of the faithful chronicler to record everything as it goes, I note for any who may be interested that Coronation table centres, formed of silk Union Jacks, with red silk frills, edged with red, white and blue ribbons are amongst the special things offered. Printed cotton cushions, in red or blue, with design showing the lion and crown, and intended for river, or for garden seats, retail for 3s. 6d. and appear to sell fairly well. Coronation cotton bibs for Coronation babies have the crown and the date, June 1902, embroidered upon them. Foreign goods, such as medals and souvenirs, busts of the King and Queen, etc., show very little movement up to now. They are freely shown, but buyers are cautious.

A. MEEHAN.

ALASKA FEATHER & DOWN CO.

The annual meeting of The Alaska Feather & Down Co., of Montreal, Limited, was held on April 15 at their head office, St. Elizabeth street, Montreal. Mr. W. J. White, president, was in the chair, and the usual business reports for the year were presented. The meeting was an interesting one, being the first since their amalgamation with The Canada Fibre Company.

The following gentlemen were elected directors for the ensuing year: Messrs. W. J. White, Edgar McDougall, H. R. Drummond, J. H. Sherrard and J. H. Parkhill. At a meeting of the directors, held immediately afterwards, the following officers were elected: President, Edgar McDougall; vice-president and managing-director, J. H. Sherrard; secretary, J. H. Parkhill.

This company report business in excellent condition, and are, in fact, very much over-crowded in several departments, particularly in their mattress department, where they are about 3,000 mattresses behind orders. They attribute this remarkable condition of things to their new price list, recently issued, which showed general reduction of prices, made possible by labor-saving devices and increased production.

They have recently added about $10,000 worth of new machinery and 60 horse power of electricity, and should now be in a position to take care of all business coming their way.

Among the latest pamphlets and booklets sent out by Messrs. Elder, Dempster & Co. are a couple dealing with their Imperial Direct West India Line, which convince one of the excellence of this company's service. One contains all necessary information for passengers, such as the rates, plans of the steamers, hours of meals, rules in regard to baggage, etc., time table, and a cable code for the use of passengers. Another, also with much valuable information, contains several handsome engravings of the ships, scenery, etc. The Beaver Line of royal mail steamers is also finely illustrated. These booklets are sent out to anyone applying for them.

In stock the first week in May
another lot of

Black and Colored Moire Silks

—also—

New designs in Black Silk Grenadines

Handsome All-Over Net and Flouncings
New Guipure Galon Laces—in White, Cream, Ivory, Butter and Paris.
New Black Silk Lace Insertions and Black Silk Lace Motifs.

NOW IN STOCK:

Black and Colored Moire Underskirts -our All-Black and Black and Colored Sateen Underskirts are splendid value.

Black Lustres to retail from 20c. to $1.25 per yard.

Colored Lustres—White, Grey, Pink, Blue, Red, Brown and Navy.

Black Henriettas to retail from 35c. to $1.50 per yard. Colored Henriettas—our ranges 300 and 400 are well assorted—all leading shades in stock.

Black Silks. Black and Colored Satins. Black and Colored Taffettas. Colored Fancy Silks to retail from 15c. to $3.50 per yard.

India Tussor Silk in 9 to 10-yard Costume Ends and by the yard.

MUSLINS.

New Tucked, and Tucked and Embroidered Muslins in Black, White, Black and White and Ecru **just being opened.**

ALL 1 PIECE IN BOX

Plain Colored Organdy. Colored Swiss Spots and Colored Dimity—full range of colors.

White Lawns, Mulls and Organdys.

Swiss Muslins and French Dress Muslins in Black and White—all Nos. in stock again.

BROPHY, CAINS & CO.

MONTREAL.

A Plea for Inter-Imperial Trade.

A Well-Known British Manufacturer Speaks Out in Favor of a Change in Fiscal Policy to Encourage Colonial Business Relations.

It is well that Canadian merchants should know how representative British business men feel on the question of preferential trade with the Empire. The following speech by Mr. A. F. Firth, J.P., of T. F. Firth & Sons, Limited, carpet manufacturers, Brighouse, was delivered at the meeting in London, Eng., recently, of the Association of Chambers of Commerce. Mr. Firth moved this resolution :

That this meeting strongly supports the resolution carried at the Fourth Congress of Chambers of Commerce of the Empire stating "that this Congress urges upon His Majesty's Government the appointment by them of a Royal Commission, composed of representatives of Great Britain and her Colonies and India, to consider the possibilities of increasing and strengthening the trade relations between the different portions of the Empire," and that a deputation be appointed by this Association to wait upon the Prime Minister, the Secretary of State for the Colonies, and the President of the Board of Trade, to lay the question fully before them.

Mr. Firth said : "The subject which I am introducing to you has been discussed both at the Congress of Chambers of Commerce of the Empire and at our meeting here last March. Last March you were pleased to accept the resolution unanimously, but I regret to say that there has been no result for reasons which I explained at Nottingham last September. It is unfortunate that I had on that occasion to second the resolution of a gentleman who was not at all in accordance with my views. To-day I shall have as a seconder a gentleman whose views accord more with my own than in the case of the seconder last March. In dealing with this subject, I desire in the first place to point out my view of the figures which Lord Avebury favored us with last year at Nottingham. We have had another Cobden Club speech from him this morning, of great ability. The only objection I have to take to his figures is that he chooses two years only where I think he should have chosen a longer term for comparison. I do not consider that gross combined figures of trade, adding exports and imports together, are conclusive. I think what we are chiefly concerned in is our export trade. It is the export trade that we, as representatives of producers, should endeavor to get extended as much as possible. Lord Avebury's figures show that our imports have increased in the five years which he gave by £104,000,000, whilst our exports increased only by £65,000,000, but in all these comparisons for the year 1900 we must remember two facts. The first is that the export value of ships was included for the first time in 1899, and that in 1900 it amounted to 8,500,000. In the next place we have to remember that coal is now included in these figures, and that coal is national capital which cannot be replaced. Therefore, I contend that in all figures bearing upon trade comparisons, it is only fair, if we compare them with the year 1900 or 1901, that we should omit ships and coal together. Lord Avebury's figures showed an increase of exports of £65,000,000 for five years. If you take the average annual exports of coal for the ten years previous as seventeen and a half millions and compare it with 1902, when the export was thirty-eight and a half millions, adding the twenty-one millions of difference to the eight and a half millions of ships, it will be necessary to deduct from that increase of £65,000,000 the amount of twenty-nine and a half millions, leaving only £35,000,000 of increase of our export trade in the five years. When Lord Avebury favored us with that comparison he also gave us the increases in the United Kingdom, France, Germany, Russia, and the United States. He pointed out that the increase in the United Kingdom export trade was 29 per cent. in five years. Therefore, if you leave out coal and ships, which I contend it is only fair to do, our increase is under 16 per cent., as against an increase of 25 per cent. in the export trade of France in five years ; of 33 per cent. in Germany, and nearly 73 per cent. in the United States.

Mr. Alfred Emmott, M.P. : "May I ask Mr. Firth whether in those figures he has left out anything from the export trade of France, Germany and the United States ? He is leaving out items in our trade, but is he leaving out anything in the export trade of France, Germany, and the United States ? "

Mr. Firth : "No ; I am simply taking the figures which Lord Avebury gave us and the percentage, and consider that as far as Great Britain is concerned these two special circumstances warrant us leaving those out for comparison. Sir Bernard Samuelson, in a letter to The Times, takes the ten years from 1890 to 1899 or 1900, and shows that whilst Germany has increased her export trade 27 per cent. in the same time, ours has only increased 1 per cent., that is to say, it is virtually stationary. That is a very different state of things to those disclosed by the figures given by Lord Avebury. I want to draw attention to what I consider is a much fairer comparison. It is drawn up by Mr. Holt Schoolen in The Monthly Review of January last.

RELATIVE IMPORTANCE.

Mr. Firth : "What I want to establish is the point that our colonial trade is the most valuable in this country. In order to do so, I am quoting figures in the first place, which deal with general trade. In The Monthly Review Mr. Holt Schoolen makes a comparison of ten years, the ten years 1890 to 1901. Whilst I do not admit their entire applicability to the present instance as to whether our colonial or foreign trade is the most valuable, yet, I think they are very instructive. He shows that whilst our average imports have increased during the last decade over fifty-three millions per annum over the average of the former ten years, our average exports have increased only five and a half millions ; but when you omit the increase in coal which during the last ten years amounted to eighty-five millions, more than the export value of the previous ten years, it leaves a falling off in our export trade for the second nine years of three millions per annum over the previous ten years. I hope, gentlemen, you will study the article. The general conclusion arrived at is that, whilst our home trade has been healthy, our foreign trade has been sickly. To prove this, the writer takes two tests of what might have been expected as an increase of our exports in the last decade. First, he takes the growth of population test, and from that he shows that our

exports ought to have grown at the rate of fifteen millions per annum. Next he takes a test based upon the actual growths of imports of all foreign countries throughout the world, and from that he proves that our export trade ought to have increased twenty-five millions per annum, instead of which he shows that we have a decrease of thirty for the ten years, or three per annum. Further, he shows which articles have fallen and which articles have risen in our export trade. If you look through the figures for yourselves you will see at once that the main articles that have fallen off in exports are our manufactured goods of all kinds, and that on the other hand the articles that have increased in our exports are coal and minor articles, as well as machinery, apparel, and yarn. The clear inference is that whilst the business which employs the bulk of our population has decayed as far as our foreign trade is concerned, others that are of less importance, because they are really in exhaustion of natural capital, or employ less labor, have increased. We must contrast this position of our foreign trade with that of our trade with the colonies. I will take first Lord Avebury's five years, from 1895 to 1900. Taking his figures, including coal and ships, whilst in those five years our exports of the produce of the manufacturers of the United Kingdom to British possessions have grown 34½ per cent., our export trade to foreign countries has only increased 26½ per cent. When further, you exclude coal and ships, you will find that our export trade to British possessions has increased in those five years 32 per cent., while our export trade to foreign countries has increased only 7.90 per cent. I maintain, sir, that it is more fair to take an average of years and compare the last years with them. For the purpose of this comparison I took the five years from 1890 to 1894 and the five years from 1895 to 1899, and I compared 1900 and 1901 with the average of those two periods. In the first period of five years the figures that result from that test show that the average export of British produce, goods and manufactured articles, to foreign countries was one hundred and forty and a half millions. The average was exactly the same in the second period of five years, showing that our trade was stagnant during that term of five years. In 1900 it increased to £153,000,000, but in 1901 it fell to £139,000,000—lower than it was during the first ten years I mentioned. On the other hand, our exports to British possessions during the first period of five years was £76,000,000 during the second period, £79,000,000; during the year 1900 it had risen to £90,000,000; and in the year 1901 it was £101,000,000. The percentage to the colonies of the whole trade is in the first period of five years 35.30; in the second five years, 36.18; in 1900, 37.19; and in 1901, 42.14. I think that is a perfectly fair system to work upon, and it proves that our colonial trade is the most valuable to us. I do not wish to weary you with a mass of figures on this point, but pass on to the question of the relative value of this trade.

APPEAL TO BUSINESS MEN.

"I do not think that I need argue before a collection of business men the importance to the population of the country of the export of goods into which labor enters largely. I contend that exports should be analyzed, and that we should recognize the fact that under all circumstances the more valuable export for the country is that into which there is the largest amount of labor, because that returns more for the capital as well as the labor. In 1900 we imported £93,000,000 of manufactured goods, almost

Repeats placed specially for May Trade have arrived.

BUYERS PLEASE NOTE THESE NUMBERS:

Lace Curtains.

No. 700	2¼ yards	per pair	.25
No. 702	2¼ "	"	.37½
No. 706	3 "	"	.55
No. 710	3½ "	"	.75
No. 716	3½ "	"	.87½
No. 720	3½ "	"	$1.15
No. 726	3½ "	"	1.75
No. 730	3½ "	"	2.25

White Blouses.

Muslin—Latest Styles.

$4 50 $6.50 $9.00 $11 00 $13 50

Parasols.

Children's Fancy	per doz.	$2.40 and $3.50
Ladies' Black, No. 200	per doz.	4.50
" " No. 202 Ivory Handles	"	7.20
" " No. 205 Silver Mounted	"	9.00
" " No. 214 Pearlette	"	12.00
" " No. 215 Celluloid	"	17.00
" " No. 211 Pearl	"	27.00

Dress Serges.

NAVY AND BLACK.

No. S210	$0.25	No. S211	$0.28½
No. S208	37½	No. S212	37½
No. S219	50	No. S214	57½
		No. S220	.75

KNOX, MORGAN & CO.

Wholesale Dry Goods **HAMILTON, ONT.**

exclusively from Germany, France, Holland, Belgium, and the United States. Hardly any of these manufactured goods came from within the Empire. What did they take back from us in return? I gave the figures a year ago. The United States only took about eight and a quarter millions of goods into which labor entered largely; France, five and a half millions; Belgium, three and a half millions; Germany, five millions, the bulk of the rest being goods that they needed for their own manufacture.

THE COLONIAL TRADE.

With the colonies it is very different. Out of a total export of our produce and manufactures to the colonies in 1900 of £94,000,000, £86,000,000 were manufactured goods of one class and another in which labor constituted a very large proportion of the cost. In 1901 the total export was £101,000,000. The details are not yet published, but I think it is a perfectly fair inference that a similar proportion of that amount would be manufactured goods. From this it is evident where our interest lies. Foreign countries shut out our manufactured goods. They recognize where their interests lie to make their own goods at home. They have a perfect right to do so, and we have no business to interfere with them, but at the same time we need not play into their hands by giving them an equal chance with ourselves in the colonies and in the Mother Country. Canada is meeting us by giving us a preference at the present time; Australia has been discussing the subject, and doubtless would be more ready but for the fact that she knows that wool, which we must have in free, is her chief article of export. As far as the Cape is concerned, no doubt we shall have something said about that in Parliament later on. I hope—and I believe the feeling is unanimous throughout the country, certainly it is so with all traders with whom I come in contact—that Great Britain is not going to allow foreign goods into the Cape on the same basis as British goods (hear, hear). A change of policy naturally entails some difference with regard to the free imports of goods to this country; but leaders of commerce and economics are rapidly altering their views on this subject. You are bound to see the signs of the times in any paper you take up. You have a man like Frederick Harrison writing a very able article to The Monthly Review, showing that our system of direct taxation has reached its limit. A former president of this association, Sir Bernard Samuelson, a man who has been a free-trader all his life, a man of immense experience in business and public life, is now advocating that we should have a ten per cent. tax on manufactured goods and 7½ per cent. on food. We have men like Mr. Pease, M.P., and Mr. Pell, who has been a free import man all his life, writing to the papers now and suggesting a duty upon flour, and in my view he is perfectly right. The difference is that I should put a duty on the manufactured article and let the raw material in free. If you want a conspicuous instance of the success of that policy you have nothing to do but ask our Liverpool friends why the American company bought up Ogden's concern. It was simply because of the difference of duty upon manufactured tobacco of 1s. 4d. a lb. over that upon the raw article. In consequence of that policy we have a large amount of American capital invested and employed in this country which would otherwise have competed with us from abroad. You have a man like Sir Robert Giffen advocating changes in our fiscal system. We saw that he is in favor of putting an extra tax upon tea. I should wish a man like him to face the question more boldly than that. Where the advantage of taxing tea is I fail to see. The Viceroy of India quite rightly protested against it.

A CHANGE OF SENTIMENT.

"It would be far wiser, in my opinion, if he said—If you have to raise the money tax something that will do our people good within the Empire, and do not place this increased duty upon an article which is grown within the Empire, and thus make fellow-subjects pay taxes that you could just as well place upon goods that would cause the foreigners to pay them. Then, the newspapers are turning round. Papers like The Times, The Financial Times, and many others are at the present moment opening their columns to discuss this subject and endorsing the views therein expressed. In reference to this proposed deputation we were told last year that definite proposals should be brought forward by it. I contend that it should not be necessary if a deputation goes to ask for a Royal Commission to inquire into a subject to put forward definite proposals. If, however, this is essential, I would suggest the following: In the first place, I would suggest that the commission should inquire into the subject of ocean communication between the different parts of the Empire to see if by means of some liberal subsidies we could not induce the establishment of better and quicker means of communication. On this point of subsidies I would like to name one thing, viz., that if these liberal subsidies are given we should urge that they should be absolutely withdrawn if it can be proved in the case of any steamship that it is carrying goods from the Continent or any other country to our colonies at these rates than they are charging for British goods. Then another subject which I think should be put before them is—Whether cheaper postal dod telegraphic communications could not be established within the Empire? I think there is great room, particularly with regard to telegraphic communication, for the cheapening of messages. Further, there is the question of assisting emigration, which is a matter well worthy of consideration. Also there is the subject of increased power for investment, which I think is capable of an extension. Then, again, we ought to consider whether an arrangement of our fiscal system cannot be induced, whereby a preference can be given to our colonies and possessions in return for preferential treatment of our goods by the colonies. That is the crux of the whole question, and I hope the suggestion I have made, that a Royal Commission be requested to consider these subjects, will meet with your approval and your cordial support—(applause)."

APPOINTED CANADIAN AGENTS.

Phillips & Wrinch have been appointed sole agents for the Capsheaf safety pin, a new style of pin without a coil. Other pins made with a coil are generally unsatisfactory in this way, that the coil is liable to catch in the clothing, making it sometimes hard to remove. These pins can be had either black or nickleplated, and they retail at 10c. per dozen. To introduce them this firm are giving a fine glass counter showcase away with each order.

This firm find that there is an extra good demand for their tucked belts. They come in satin, sateen, taffeta and moire effects, and can be retailed at 25c. each and upwards. They are also making folded belting in tucks for folded trimmings and belts. It is made in black satin, sateen, and taffeta for retailing at any price commencing with 25c. per belt length.

They are also finding their Cushion Grip hose supporters take well. With their felt button and felt shank these are rapidly taking the place of the old-style fasteners. They are for retailing at 25c. per pair, at which price they leave a good profit to the retailer.

LISTER & CO., Limited

Manningham Mills, BRADFORD.

Silk Velvets Black and Colored. IMPROVED Medium Finish.

Panne and Mirror Velvets

Coronation Velvets, Sealettes

Bearskins White and Black. **Astricans** White and Black.

ORDERS FILLED WITH SPECIAL PROMPTNESS.

Progressive Dry Goods Merchants

usually make the acquaintance of ourselves. They have learned that with our facilities for dyeing we are able to save them many dollars by re-dyeing fabrics of various kinds that have become unsalable because faded, soiled, or in some other way off-color.

Our plant is the largest and most modern in Canada, and we can re-dye and finish in most skilful manner Dress Goods, Ribbons, Laces, Hosiery and Plumes.

After these goods have gone through our hands it is practically impossible to discern between them and new goods that may be opened out for the season's business.

R. PARKER & CO.,

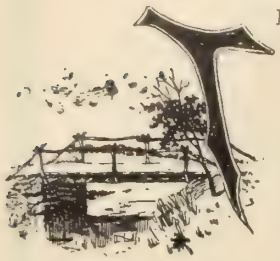
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CLOTHING AND WOOLLEN TRADE

ENGLISH FASHIONS IN MEN'S CLOTHING.



HE correct costume in which peer and peeress, knight and squire, military and civil officer, member of Parliament and ordinary gentleman are to be dressed upon Coronation Day and upon other regal occasions has been all arranged, the court tailors are already busy, and from Savile Row to Limehouse pump tailors are looking forward to great things. So far as materials are concerned there is nothing very strikingly new for gentlemen, says Minister's Gazette of Fashion. Flannels will have a greater run than ever, mainly because all the new effects and up-to-date patterns have been embodied in their make ; so much so that many tailors are having a difficulty in persuading their workmen that they are second-class material, as the employer himself can hardly distinguish them from fine-worsted coatings. There is the pinhead white and black effect, which is bound to have an extraordinary run both in Summer overcoatings and suitings ; but perhaps the most notable novelty is the black and white fancy vestings, both in stripes and in a small draughtboard pattern. Black and white for gentleman's wear is the key-note that will give tone and harmony to all the Summer styles.

RAINPROOF CLOTHS.

The great demand for rainproof cloths continues unabated, and in spite of many successful competitors there seems room for all. The advantages of the new method of waterproofing are so obvious that rubber-coated garments are doomed.

DOUBLE BREASTED FROCK.

The Spring double-breasted frock coat is made to button three, with a turn containing two holes and finished with the inseparable silk facing brought to the edge of the holes. In spite of the fancy some old-fashioned houses have for the frog-mouth lapel the smart firms are cutting the lapel ends pointed with a fairly-broad collar end. It will be noticed the roll is fairly heavy, the silk facing reducing the width while the outside edge of the lapel is cut fairly straight. The shoulders are made up without the slightest padding or wadding, smooth sleevehead, moderate-width sleeve, and three buttons on the cuffs. The waist is cut rather shorter but the skirt continues long ; the correct length is just below the knee. The material of the coat is a fine make of lambswool, soft but with a fair substance. The trousers remain fairly close-fitting at the shoe and about 18½ in. at knee. These show the new-pattern fancy worsted with the white silk mixture, brightening the subdued colors that look, at a distance, black and white.

THE WALKING SUIT.

The popularity of the pinhead pattern cloth has been so general that while overcoats, in a great measure, have hitherto monopolized this make of cloth, walking and shooting suits are being made freely from it for the Spring, and as the Summer comes on there is every prospect of a very large demand for all suits. It is a pattern that readily commends itself to the gentlemen of it-day. It is quiet, yet in a measure new and wears well for business or pleasure. This coat is the latest and probably the most popular of morning coat shapes ; buttoning four, the top button still well up, the bottom button equal distance from the seam as the others are apart. Two hip pockets and flaps with a small ticket pocket and flap in the seam, three buttons on the cuff and edges made up with a narrow swell. The corners of the skirts are slightly rounded. The very straight front, somehow, does not seem to catch the public fancy. The length of the skirt is about the same as fashion waist. The trousers are made about 19 in. at the knee, fitting close over the boot at the bottom.

KNICKERBOCKER SUIT.

For ease and comfort there is scarcely any style more suitable for a walking tour than this. The lounge coat is cut with an easy rolling-collar, buttoning four or rolling to three, rounded slightly at the front. Four outside pockets, the breast pocket with a welt, and the ticket and hip pockets with flaps. Two buttons on the cuff. The vest is a single-breasted step-collar, made from the new black and white striped vestings. quite a special thing, of beautiful quality heavy weight of the finest worsted finish. The style of buttoning continues to be high up with six buttons and a small V opening below the bottom button. The knickerbockers are made only medium width with a boxcloth band buttoning three. The material from which the jacket and knickers are made is the new pinhead black and white pattern arranged in wide stripes, between which the weave takes a waved pattern—quite the style of the season. The plaid cap is also a very correct style, worn rather full on the front.

SAC COATS.

The double-breasted sac coat has been so much associated with flannels and yachting that it is almost inseparably connected with the pier and the promenade. The present style buttons four on each side, with an outside breast, ticket pocket, and the usual hip pockets. It is stitched once, a quarter-inch from the edge, two buttons on the cuffs, with a whole back. The trousers are made about 19 in. at the knee and 17 in. at the bottom. The new season's novelty in vestings is admirably shown on the double-breasted vest. The pettern is a square block on the draughtboard principle and the material is a very fine solid worsted. Vests and coats continue to be worn buttoning high on the breast ; this vest is made with six buttons on each side. The material of which the coat and trousers are made is the new flannel with a white silk spot ; it makes a very stylish suit, and one that will wear well.

QUALITY AS A MARK.

Fit, appearance and wearing quality are three of the principal essentials of a good selling ready-made suit or overcoat. In these respects the Lowndes Company, Limited, manufacturers of clothing, Toronto, have been particularly successful and dealers are not slow to recognize the fact that customers are easier to fit and to please when introduced to a "20th Century Brand" suit, than with many other makes. The Lowndes Company are making a strong line for Fall trade this season and have some nobby goods on the market, and we are pleased to learn that their efforts are being rewarded with a more than ordinary share of success.

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and Manufacturers' Agents.

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"EXCELDA"—A NEW FABRIC FOR HANDKERCHIEFS.

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MORE SERVICEABLE THAN SILK

ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

MADE IN A VARIETY OF STYLES, PLAIN AND PRINTED.

EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA

CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.

The Average Woman is a Practical Economist



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A PERFECT-FITTING PAPER PATTERN.

THE MOST RELIABLE,
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Everything a woman wants for herself and her children.

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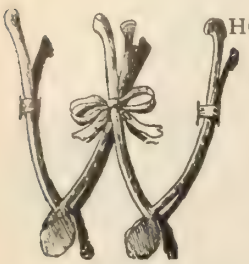
Canadian Office: 75-79 Victoria St., Toronto.

NOTES OF THE NORTH-WEST TRADE.

Effect of Incoming Settlers on Western Business—What Goods are Now in Demand—Current News From Winnipeg Houses.

From Our Own Correspondent.

Winnipeg, April 25, 1902.



WHOLESALE houses are all very busy. The placing orders for Fall goods are pretty well through, and travellers are all on the road with sorting samples and orders are coming briskly. The season has been delayed somewhat by the coolness of the weather, but not seriously so. It is anticipated that, following the rule of other cool Springs, the hot weather will come with a rush. Sorting trade is unquestionably good.

Chatting with the various wholesale houses, the greatest satisfaction is expressed at the influx of American settlers to the West this Spring. Thousands have come in and already their infuence as buyers is being felt, and this will, of course, increase as time goes on. Heretofore our large bodies of emigrants have, as a rule, been foreigners with different modes of living, different ideas as to clothing, and, in fact, in every way alien to our ways and standards. This season the story is different.

GOODS FOR SETTLERS.

The Americans that are arriving are in some ways even more akin to Manitobans than our own people from the east, because they come from the Western States and are used to the same class of land and climatic conditions as prevail in Manitoba, and their way of living is very much the same. They buy the same class of goods, but ask for more expensive qualities than are usually called for even in the Canadian West. Already the wholesale houses have felt the difference, and the trade this year, in housefurnishings particularly, has been very heavy. The incoming settlers bring a great deal with them, but, as a rule, they buy their carpets, linoleums, curtains and blinds here, and as the majority of those coming in are fairly well-to-do, they are making their homes comfortable from the start. It is generally felt by the trade that these settlers will make an appreciable difference in the consumption of the better class of dry goods, clothing, boots and shoes and housefurnishings.

COOL WEATHER AND TRADE.

With regard to the class of goods being sold, the continued cool weather has checked, for a time at least, the sale of white goods, but all fancy lines of dress goods have been ready sellers. The sale of drop pearl buttons has been enormous and it has been quite impossible to get a sufficient supply to fill all orders. One house received by express last week 200 gross, and they all went out to country points the next day, and many orders are still on the books of the house unfilled and every other house in the city is in the same predicament. The rage for buttons has somewhat affected the sale for fancy dress trimmings which is not being quite so large as anticipated.

NOTES IN BUSINESS CIRCLES.

Messrs. Stobart & Co. report a most satisfactory trade and business good in all lines, with an especially heavy demand for staples. This house cater specially to the German Mennonite trade and carry certain lines of very gay prints for their benefit. This Spring the sale of these goods has been unusually large, and as for the check shirtings they have simply gone out by the ton.

A very pretty and attractive line of new blouse goods was shown by this house, being a basket weave gingham, striped to produce a wool effect. The groundwork is in solid shades of red, reseda, apple green, delf, blue greys and browns, some 15 shades in all. These goods are very excellent values. Another pretty line seen here was in English wrapper prints. The patterns shown were nearly all Paisley or oriental.

The R. J. Whitla & Company seemed, as usual, immersed in business when your correspondent called. Their buyers have not yet returned from Europe, but Mr. Campbell is expected next week. The house report a heavy business in Fall orders and a splendid Spring trade in staples and housefurnishings. Their travellers are now on the road with sorting orders and business seemed satisfactory in all lines. The house are making preparations to handle increased Fall business.

Mr. Crawford, European buyer for Gault Bros., had just returned from his semi-annual trip and stated that in England everything was "Coronation." He is the proud possessor of a bit of one of the famous Coronation silks. The house report an immense trade in mercerized goods of all kinds, more particularly in all shades of blue, and blue, black and white combinations. An expensive line of tucked taffetas with lace insertion for blouses has been so popular with the customers of the house that three times the orders have had to be repeated. Their lines of Arab and Paris linen and silk mixtures and gauze linen effects have all disappeared. Among popular black goods the granite cloths are good leaders for Summer wear. Here also were seen no less than 29 shades of beautiful light-weight covert cloth. This is a line that the house are very proud of. Among the popular goods this season for both men and women are the chalk stripes in all wool fabrics.

Mr. Godfrey Parker, general dry goods buyer for the Hudson Bay Co., left for Europe on Tuesday of this week. He will be followed a little later by Mr. Atkinson who buys fancy goods and special lines for the Winnipeg stores of the company.

All representatives of eastern houses having sample-rooms in the city have been absent this week on sorting trade.

Sample-rooms, by the way, are at a premium. Quite a number of travellers during the past few weeks have been unable to show their goods in the city owing to lack of sample-room accommodation.

E. C. H.

The Beaver Rubber Clothing Co., Limited, are now making a rainproof coat which they can sell to the trade at a very low figure. It will be worth dealers' while to wait and see the samples the travellers are showing, or to write the company for samples.

FOR 1902 FALL

OUR IMPORT LINES ARE NOW
READY FOR YOUR INSPECTION.

JAPAN TAFFETA,

20″ 23″ 27″ 36″

JAPAN HABUTAI SILK,

Pure Dye and Hand Finished.

JAPAN SILK HANDKERCHIEFS,

Plain, Initial and Fancy—large assortment.

JAPAN ART EMBROIDERIES,

Piano and Mantel Drapes, Chair Scarfs, Cushion Tops, Table Covers, etc.

SILK MUFFLERS,

Black and Fancy, in squares and made-up style.

JAPAN QUILTED GOWNS and JACKETS.

K. ISHIKAWA & CO.,

Our Travellers are on the usual routes with complete lines of our samples.

TORONTO, ONT.

WE HAVE JUST PURCHASED FROM

THE COCHECO MILLS

12,500 PIECES

MERCERSILK

(THEIR ENTIRE STOCK)

Including all the

NEWEST DESIGNS and LATEST COLORINGS.

These goods are the best value ever offered to the trade.

S. GREENSHIELDS, SON & CO.

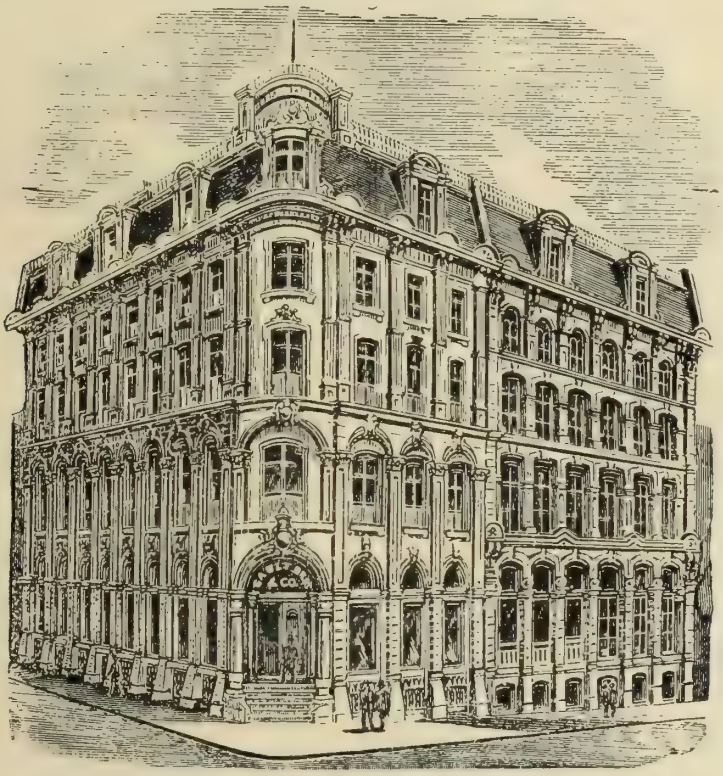
MONTREAL.

GREENSHIELDS & CO., LIMITED, VANCOUVER, B.C.

The Gault Brothers Co., Limited

MONTREAL

FALL 1902



FALL 1902

Dress Goods Dept.

BLACK GOODS A SPECIALTY.

For the coming season we are showing a full range of all the staple lines, with the following novelties :

Black Crepilles.	Black Melrose	Black Fedoras.	Black Imperial.
Black Eoliennes.	Black Zibelines.	Black Taffetine.	Black Emfir.
Black Crepe de Chine.	Black Granite.	Black Alexandra	Black Ziska.

PLAIN AND FANCY COSTUME CLOTHS.

Meltons, Plain and Twilled.	Beaverettes.	Poplins.	Serges.
Frizzee Cloth.	Amazon Pirle.	Granite.	Vigoreux.
Zibelines.	Sedan Cloth.	Colored Henriettas.	Panama.

SILKS. SATINS. VELVETS. VELVETEENS.

Linen and Lining Depts.

Full assortments of both, with a few special drives.

Sole Agents in Canada for Fownes' Gloves.

Current Advertising Notes.

THE best advertising of the present day shows a disposition to be moderate in assertions. Advertising language is being tempered, and the grandiloquent statements that were common ten years ago are being abandoned to advertisers of the "fly-by-night" species. In an ad. there is always a tendency, says Printers' Ink, to use such phrases as "Twenty five years of supremacy in the construction of super-excellent wheelbarrows has established the Excelsior in an enviable position." The wheelbarrow salesman, by word of mouth, says to a customer: "We've been at it 25 years now, and we've been all through the mill—see? That's why we never fall down on material or workmanship." The more thoughtful advertisers know that such off-hand phrases have more vitality than the stilted rhetoric of the older kind, and while it is not possible to print them verbatim, they seek to incorporate their strength with the better grammar of written language. The result is a "happy medium," which is at once chaste and convincing.

Moderate Statements.

* * *

There are 1,000 things in your store that will furnish the theme for a readable, interesting, attractive advertisement. Take one article or one class of articles at a time and describe them as accurately as possible. Tell just exactly what you see about them that makes them good and desirable. Certainly, when you bought them you had some idea that for a particular reason that particular thing would sell. That's the idea to put into the advertisement.—Good Advertising.

How to Specify.

* * *

The tendency in display is to use type too large—just because the compositor has 5½ x 8 inches he need not try to fill it all with type. White margins are good display, both outside and inside the borders. Some ads. need no borders at all. Each ad., if displayed at all, should have some one predominating line. In the case of a newspaper—the name of the paper. In the case of a railroad—its name. In merchandise—the trade-mark, or distinguishing phrase, or the name of the article.—Good Advertising.

About Display.

* * *

Part of the secret of advertising successfully lies in getting the best ideas pertaining to your business. Buy them if necessary. In fact, it is usually necessary to buy them, for ideas are distributed in a highly impartial way. No man gets all the good things going in his line of publicity. Some one in the store or office—or outside of it—may have the very idea that you are racking your brain for. Use competitions to reach the general public, thus getting hints for advertising and good advertising as well. Ask clerks and other employes for anything useful that they have to submit. Let every one in your establishment and in your city know that you value original things, and set them to thinking on your behalf.

Ask for Hints.

The Port Arthur papers contain "Removal Sale" ads. by H. B. Dawson & Co. which are worth consideration from several standpoints. The wording is businesslike throughout. The opening remarks are to the point, as follows: "We have just one month in which to reduce our stock before moving into our new premises—the old Wells & Emmerson store—and are determined to make that reduction as great as possible. If you wish to buy dry goods to start with, we will give a cash discount of 15 per cent. 15 per cent. on every line of goods we carry, with special bargains all along the line. Here are a few of them." Each line of goods advertised in this sale has been so arranged by the printer as to stand by itself with "lines"—what the printer calls "rules"—all around it. This makes it easy to read. The printer and writer of the advertisement have both done their work well. Perhaps the sub-heads with the names of each lot might have been in blacker type, though not larger. On the whole, however, the advertisement is an excellent piece of work done in the right way.

A Port Arthur Announcement.

* * *

Chisholm, Sweet & Co., of Antigonish, N.S., have got out a catalogue describing the various goods in their several departments. The prices are all given. The illustrations are numerous. In the main the printer has made a clean looking job of the 52-page catalogue, which, with its neat blue cover, ornamented by a cut of the firm's store, is a good thing to put into the hands of customers. The only feature which seems to call for some adverse comment is the inclusion of over 20 pages of display advertisements of other concerns—manufacturers, wholesale houses, etc. We consider this a defect. In the first place, their presence in the catalogue detracts from the force of Chisholm, Sweet & Co.'s own announcement, which ought not to be overshadowed by that of anyone else. A smaller catalogue devoted wholly to the one firm would be more effective. In the next place, this extraneous matter is set in bolder display type and catches the eye more strongly than the firm's matter. Customers are apt to be reminded also that goods would be cheaper if bought direct from the manufacturer when they see the maker's name staring them in the face. A good firm like the one getting out this catalogue should push itself as "headquarters" for all the goods it sells, not reminding its patrons that the sources of supply are near at hand.

A Dry Goods Catalogue.

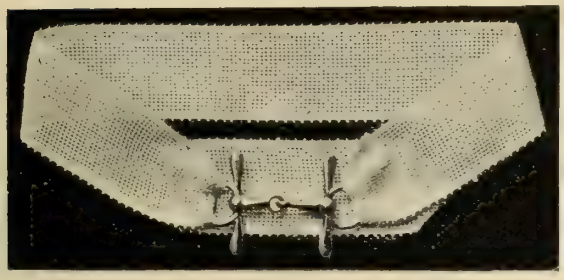
IN LARGER PREMISES.

Messrs. R. B. Hutchison & Co., the well-known jobbers in woollens, etc., Toronto, have removed to much more commodious and better lighted premises in the Jessop's steel building, 80 Bay street. The demands of an increasing business necessitated the step, and in their new quarters Messrs. Hutchison & Co. will be in a much better position to supply the trade.

"Our little excursion into the lines of boys' Summer suits, etc., was exceedingly profitable," said Brophy, Cains & Co., "and next month we shall have something entirely new in this department to show you for the Fall trade."

Black cotton hose, with scarlet, black and natural cashmere feet. All orders can now be filled. "Defiance" cashmere hose and No. "560" cashmere half-hose, to retail at 25c., are leaders—to be had from Brophy, Cains & Co.

It's THE Belt of the Season



WHY?—

Because it is Cool, Dainty and Inexpensive, **will wash,** and is made in the Popular Linen Shade.

3 Widths—1, 1½ and 2 inches.

Sample dozen by mail, $2.25.

F. ROBERTSON & CO., Toronto

Crompton Corsets



Not only good corsets for perfect figures, but perfect corsets for all figures. The winds of competition only make our trade soar the higher. See us regarding new lines now being manufactured before placing orders for foreign makes. These lines will interest all progressive dealers.

The Crompton Corset Co., Limited Toronto, Ont.

DOWN COMFORTERS
COTTON COMFORTERS

White Cushions
White Cosies
White Muff Beds



Bed Pillows
Covered Cushions
Covered Cosies

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

PRICE LISTS ON APPLICATION.

THE TORONTO FEATHER & DOWN CO., Limited

Factory, Office and Sample Room, No. 74 King St. West, TORONTO.

Remarks on Store Management.

PROBABLY in no place of business is there greater opportunity to exercise tact and study human nature than in the retail dry goods store, says Printers' Ink. A pleased customer is one of the best of advertisements, for every one such has many relatives and friends, and an endless chain of possible buyers is started with every sale you make which is eminently satisfactory to the purchaser. As "goods which please are already half sold," so visitors to your store who are pleased at the outset are already half converted into permanent customers. Various things should contribute to make your store a popular one, some of which have been exploited again and again, but which will bear repeating indefinitely. Polite, accommodating, sincere, non-sensational clerks are of prime importance in the down to date store, but one thing which to my mind stands out above almost any other is supplying just what a customer wants. Better lose a single sale than a good customer. If you haven't just what is called for, say so, and offer to get what is desired if you feel that you can do it, otherwise express your regret and hope to be able to supply anything further, or even that particular article at another time. I know of a pretty good store that has lost a lot of trade by inducing people to take what they did not want. The clerks thought they were serving their employer by prevailing upon the buyers to accept something different, and when the customers realized how they had yielded against their will to the suave salesman they decided to trade somewhere else thereafter.

To Keep Customers.

* * *

Too many stores insist upon selling people what they happen to have in stock, and not what the customers desire. This is the much-condemned substitution plan in a little different form. I know a man who went to a carpet store to buy a blue carpet to match the furnishings of a certain room. The dealer had nothing suitable and informed the customer that but very few blue carpets were being made, and that it was doubtful if he could find anything desirable anywhere. The man went to another store and found a large and fine assortment of blue carpets, having no difficulty in selecting something that exactly suited him. Another case: A friend of mine desired some red wall paper that would retain its color a reasonable length of time. He went to the store where he was accustomed to trade, but there was nothing in stock that the wall paperman could vouch for, as he said, all reds would fade very quickly. The man was prevailed upon to buy an inferior paper, which lost its color in a few weeks, whereas his neighbor went to another store and bought red paper that to-day is as bright as ever, after months of use, under almost the same conditions. How do you think those dealers stand in the estimation of the respective customers? It does not pay to deceive or impose. If you do not have what a customer wants there is no harm in suggesting something else, but do not force it upon him just because you are in business and want to increase your sales. You will lose in the end. Study human nature. Take everyone in his way and in his mood. Do not flatter or praise indiscriminately, and above all things do not make faces at a fussy customer behind her back.

Give What People Want.

* * *

A dry goods store makes a mistake in carrying a slightly inferior line of goods, in order to sell a trifle under "the other fellow." It pays to carry only first-class goods, as a rule. There are comparatively few people nowadays who want to save a cent or two at the sacrifice of comfort or durability. Keep the best, say that it is the best, ask what it is really worth, and lay stress on quality and durability. You will find that your trade will be one of the best class and you will make more money than if you tried to do a "cut-throat" business. When you have a mark-down sale do not inflate the alleged original price in order to make a bargain seem more tempting.

Keep Good Goods.

* * *

When customers do not come and the shelves are creaking under the weight of unsold goods, when clerks are standing around idle, while rents and heavy bills are falling due, a merchant's soul is tried, and temper and business capacity are tested to the utmost. Then we can see what kind of man he is, and of what mettle he is made. If he is cross and disagreeable and loses his temper over trifles which he would not ordinarily notice; if he finds fault with everybody and everything, and intimates every act and word that he blames his employes for the hard times, we may know that he has not learned the supreme lesson of life—self-control under fire. It is easy to be pleasant and agreeable when the sun shines, when business is prosperous, and everything goes our way; but, when business is dull, when bills are maturing and nothing coming in to meet them, it takes courage and sterling character to be buoyant, to look cheerful, and to have a smile for everybody when difficulties, perhaps disaster and ruin, are staring one in the face. When everything you have in the business world seems slipping from you, and you are losing the financial and commercial standing it has taken you years to build up—in spite of all your efforts to stem the tide—it taxes your philosophy, and even your spiritual nature, to be serene and cheerful even in your home. But it is in such an extremity as this that a business man should, if ever, be calm and collected. A cheerful face, a hopeful, confident air, and a determination to make the best possible out of the situation, have often tided a man over a crisis in his business when the least exhibition of moroseness, anxiety or doubt would have precipitated the ruin he was so anxious to avert. Employes are quick to detect doubt, anxiety or fear in their employer. If he is downhearted and discouraged, his mood will communicate itself to everyone who works for him. The customer, in turn, will be affected by the gloomy atmosphere of the store, and will go elsewhere. Thousands of concerns have gone down during panics or periods of business depression simply because the owners did not know how to control themselves or to conceal their doubts and fears in regard to the condition of their affairs. Discouragement is the great destroyer of ambition. It must be crushed and eliminated as if it were a plague.

Value of a Cool Head.

* * *

Stating the matter in a broad way, any novelty which will attract customers is suitable for a dry goods store, using the term novelties as something outside of the regular lines of dry goods and their

Never Before Were **"P.D."** CORSETS In such Good Demand



The specially attractive appearance of **"P. D."** Corsets helps to a very marked degree to make them ready sellers. The many other desirable features found only in **"P.D."** Corsets have won for them a continuously growing popularity. Their style, their comfort, their durability have secured for them the foremost rank in the corset trade. One sale is instrumental in producing another. This is the kind of corset to recommend your customers.

For Samples and Prices write

KONIG & STUFFMANN

Sole Agents for Canada — 11 VICTORIA SQUARE, **MONTREAL**

THE
IRVING UMBRELLA COMPANY, Limited

Manufacturers of

Ladies' Sunshades and Parasols,
Children's Parasols,
Men's Umbrellas.

Letter Orders receive prompt and careful attention.

20 Front Street West, TORONTO

DEBENHAM, CALDECOTT & CO.

SILKS 77 York Street, TORONTO. **SILKS**

DEBENHAM & CO.,
Welbeck St. W., and 15, 16, 17, St. Paul's Churchyard, E.C.
LONDON.
PARIS—115 Rue Reaumur.

DEBENHAM, GARDNER & CO.,
111 Fifth Avenue,
NEW YORK.
BRUSSELS—16 Rue Des Boiteux.

DEBENHAM, DEBENHAM CO.,
277 Flinder's Lane, W.,
MELBOURNE.
SYDNEY—422 George St.

We carry in stock full lines in

Black and Colored Taffetas, Louisines, Satins, English Silks, Black Peau de Soies, Lumineux, Failles, Bengalines, Duchess Satin Ribbons, Faille Ribbons, Bebe Ribbons, Ribbon Velvets—Plain and Serpentine, **French and Brussels Laces, Black and Colored Velvets,** and a choice range of **French Dress Fabrics** in Silk, Wool and Cotton.

BUYERS CORDIALLY WELCOMED. **ORDERS PROMPTLY FILLED.**

DEBENHAM, CALDECOTT & CO.

accompaniments. Any novel article, whether useful or ornamental, is suitable for this purpose, but undoubtedly such articles as are useful and cheap and handsome, are most desirable and are most likely to perform their special function.

So far as the writer knows there is nothing which sells better in a dry goods store than the numerous toilet sets, which, with their various modifications, create a large line in themselves. These goods come in all forms and all prices, ranging from the low priced celluloid varieties up to the handsome and expensive gold and silver mounted ebony sets. They consist of from two to twenty five pieces, the larger boxes containing complete manicuring sets in addition to what are generally termed toilet sets.

Novelties in Dry Goods Stores.

With these may be included very advantageously the collar and cuff boxes, which are now made in varying prices, from simple and plain to highly decorated and elaborate goods. These boxes will add to the attraction of any dry goods store, and will do their part toward increasing trade.

During late years there has come to be a vast quantity of odd metal novelties, which are useful for ornament, principally, though some of them make good paper weights or can be used for similiar purposes. The first expense of these novelties is small. Perhaps it would be better to say that they can be made to cost as little as you choose. They came originally from Germany, where they were made up in bronze, which is expensive, but extremely artistic. They are reproduced in other metals less expensive now, and what formerly cost dollars can now be purchased for cents, and aside from a very few experts it is quite likely that no one would know the difference.

There is a long list of desirable games, which are sometimes classed under the head of novelties. These are attractive because they bring in the children and young people, and that is an important consideration. If properly advertised these goods ought to become staples rather than novelties.

* * *

Much depends upon the class of patronage. If a store is patronized almost exclusively by the more liberal spenders it is well to carry only the more expensive varieties of novelties. That is, the toilet sets should be of the better grades, and the metal novelties might well be real bronze instead of imitations. Games are not so attractive in a store of that character, and it would be quite as well to let them go. If a department store has a regular department for such goods it is well, but to carry them as a side line of novelties would be unwise.

Grades of Customers.

The next grade of patronage, consisting of those receiving moderate salaries or possessed of a moderate fixed income, will want the second grade of goods. They like to appear to be quite as smart as their more fortunate neighbors, consequently they will purchase imitations of bronzes and imitations of ebony sets rather than the real articles. They look quite as well to the uninitiated, but cost very much less.

The third and lowest grade of patrons, those with small incomes, will buy freely of the cheaper varieties, but they must look as well as the others when first purchased. They will stand a grade a little more gaudy than either of the others. Some want considerable show, but it is wiser to stock heaviest with the more subdued articles. There is danger of the highly-colored articles being left on your hands.

REMOVED TO LARGER QUARTERS.

Owing to largely increasing business The Merchants' Mantle Manufacturing Co., Limited, formerly at 32 Colborne street, Toronto, have found it necessary to remove to more commodious premises (corner Leader Lane). Their new quarters are larger and well-lighted, and with double the capacity for turning out orders they expect to be in a much better position to supply the trade. Their travellers will be out in the near future with samples of the latest styles in mantles, cloaks, skirts, etc., for the Fall trade.

JAPANESE SILK NOTES.

K. Ishikawa & Co. report that they have made an improvement in the finish of Japan taffeta and have added a new line at a popular price to the standard lines which they have been handling.

In Christmas novelties their import lines of white silk handkerchiefs, plain and initial, are most complete. The collection includes medium and narrow borders in twill and Habutai. They have also a large assortment in colored handkerchiefs for the men's furnishing trade at $2.25 to $8 per dozen. They have white and colored embroidered handkerchiefs for the ladies, ranging in price from 55c. per dozen to $8.50.

In art embroidered goods they have new styles in embroidered cushion tops, chair scarves, table covers and draperies. Their collection of ties includes hundreds of styles in ladies' novelty ties.

"We will be your bosom friends—65 cents," is a New York haberdasher's way of calling attention to a window full of shirts.

The Cornwall and York Mills have now got going nicely, and are offering large batches of remnants to the trade, which are extremely good value.

Some new colored silks, embroidered linen batiste trimmings, just received by Brophy, Cains & Co. are very rich in effect, the combinations of coloring being especially fine although the price is much lower than any of the lisse effect trimmings so far shown this season.

Phillips & Wrinch have removed to larger premises. They have secured the warehouse at 8 Wellington street west, Toronto, lately occupied by J. Hamilton & Sons, and have had it thoroughly refitted and overhauled. The building has four flats, 38 x 100 feet and a basement, and gives them much more room to carry on their business which has rapidly increased the last year or so.

The Gault Bros. Co., Limited, have just received another shipment of Irish point, applique and guipure laces, for which there is an immense demand. Point d'esprit nets they report in demand again, and white and Paris colors go well. A few very desirable lots of embroidery, which have been somewhat scarce on the market, are shown, and the same may be said of lace curtains. Repeats are coming in for ribbons in taffeta and bright silks, as well as for their lines of fancies. Large cable orders have been placed for inchings for trimming dresses, skirts, capes, etc., and also for wrappers, in all the different designs in prints, which are being sold at a special price, and can be retailed at 75c. A very well selected line is that of all-over tucked silks and lawns, with lace and embroidery insertions. The travellers have now in their hands a full range of knitted woollens of all kinds, and other fancy goods from this department for the Fall and Winter trade.

The W. R. Brock Company, (Limited)

Late James Johnston & Co.,
MONTREAL.

The Great Assorting House of Montreal

"THE LATEST"

In Plain and Fancy Dress Goods

FOR FALL
IS WHAT

Our Travellers will be showing this month.

—ALSO—

In Underwear, Hosiery, Silks and Ribbons

They are taking the lead.

Our Increasing "Letter Order" Business speaks for itself.

Will not pull out in use.

CAPSHEAF

The Modern Safety Pin

The only Safety Pin made that cannot catch in the Fabric.

Made in every size.

Highly Endorsed by Trained Nurses



RETURNED MAY 3 1902

Heavily Nickel Plated, and Black.

STIFF STRONG COILLESS

Send for samples and ask about our SPECIAL OFFER. It will interest you. Write to-day.

Judson Pin Co., Manufacturers, Rochester, N.Y.

Sole Selling Agents for Canada:

PHILLIPS & WRINCH, 8 Wellington St. West, Toronto.

QUEBEC: 74 ST. JOSEPH STREET.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

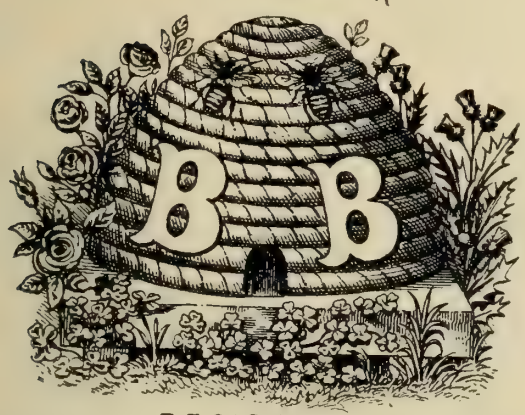
..... Sole Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering	Berlin Fingering	Vest and Silk Vest Wool	
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mendings

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting

We claim that they will knit further and wear longer than any other make.

Wholesale Only — **Send for Samples**

Agent . . .

Duncan Bell

MONTREAL and TORONTO

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

SOME OBSERVATIONS.

THAT window dressing is reaching a very high standard of excellence has been amply demonstrated all over the United States and Canada.

During the past few months the "Spring Opening" trims and the Easter trims have exceeded anything ever attempted in former seasons. The writer of the window-dressing columns of THE REVIEW spent a few days in Chicago at Easter, taking in the window and interior displays of that city, and, as a description of what he saw in this line might be of interest to others, THE REVIEW submits the following:

Chicago stands without its equal in the world (and this is saying a great deal), as the "Prima Donna" city of beautiful window displays. Take State street, for instance, and there is no other street in any city in the world that can commence to equal it in the point of beautiful window decorations.

Competition in this line is very keen there—each window-trimmer strives to outdo his competitor in the matter of arrangement. The large establishments spared no expense whatever to make their windows attractive. A description of a few in particular may be interesting.

Marshall Fields had probably the finest displays of the lot, although it was very difficult to choose between them. They have probably 20 to 25 extra large windows. The chief decorator, in planning the trims, stuck to one particular design and carried it out through all the windows. This is something quite new and novel. The backgrounds in every window in the store were made of pale blue plush (or velour), hung on brass poles with rings, same as a curtain is hung. Lots of fullness was allowed. A fancy scroll design was suspended from the ceiling on a line with the top of background. This was covered very carefully with pale blue velvet, same



color as plush hangings on the back. The centrepiece of scroll work was made in the shape of a fancy frame, and a transparent painting (on muslin) was placed in this centre frame and lit up from behind. The subjects of these transparent pictures were mostly "Egyptian women," or patterns like those seen on stained glass windows. The floors were all covered with white felt, nailed down with large headed brass tacks. The goods shown were mostly high-class costumes on wax figures complete with hat, parasol, gloves, etc. Easter lilies in pots were placed here and there. At night when these windows were lit up the scene was something exquisite. The rough sketch above may convey some idea of the



Trimmed by H. Hollinsworth, for The Robert Simpson Co., Limited, Toronto.

FOR SALE

The Nattiest Store Fixtures in Canada, at prices to suit the most exacting buyer. Call and see our large stock—everything made on the premises. It will pay you to send for our catalogue.

The Toronto Brass Mfg. Co.

93-95 Richmond St. West

'Phone Main 814 TORONTO, ONT.

A PALMENBERG CLOAK AND SUIT FORM



60 D.

is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired, and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

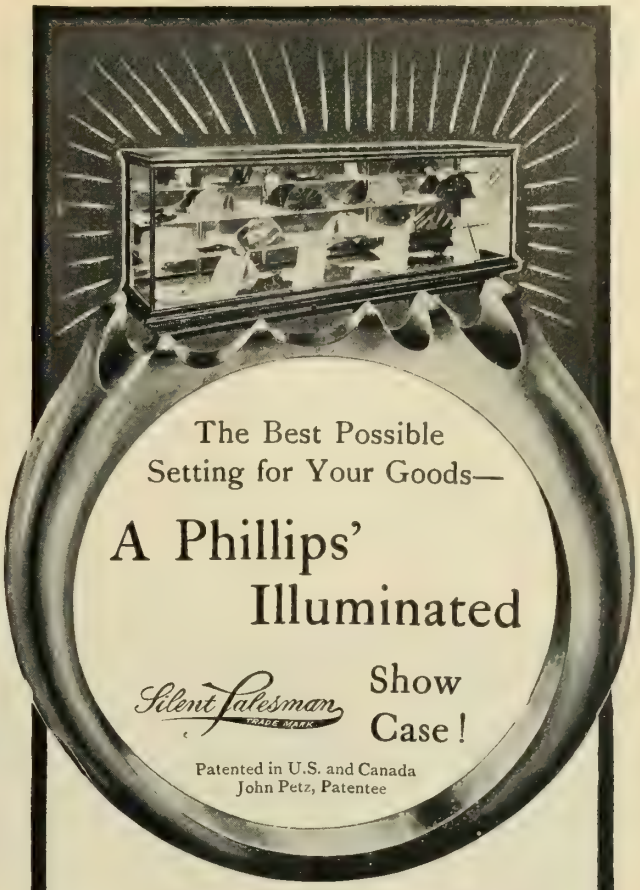
New models, low bust, prominent hips, perfect shapes. Sizes, 30 to 42-inch bust. Bust made of Papier Mache and covered with fast black Jersey Cloth.

Heavy Wire Skirt, Japanned Iron Base and Standard. The new slide support and the screw in the top are distinct features and make the figure rigid and strong.

J. R. PALMENBERG'S SONS

Office and Salesroom: 710 BROADWAY

Factory: 89 and 91 West Third Street, New York



We hold the only patents granted in the United States and Canada for a show case illuminating device.

Don't buy an imitation!

Send for descriptive circular (lithographed in colors) and full particulars.

JOHN PHILLIPS & CO.

LIMITED

Established 1864

DETROIT, MICH.

Canadian Branch: Windsor, Ont.

WINDOW DECORATING—Continued.

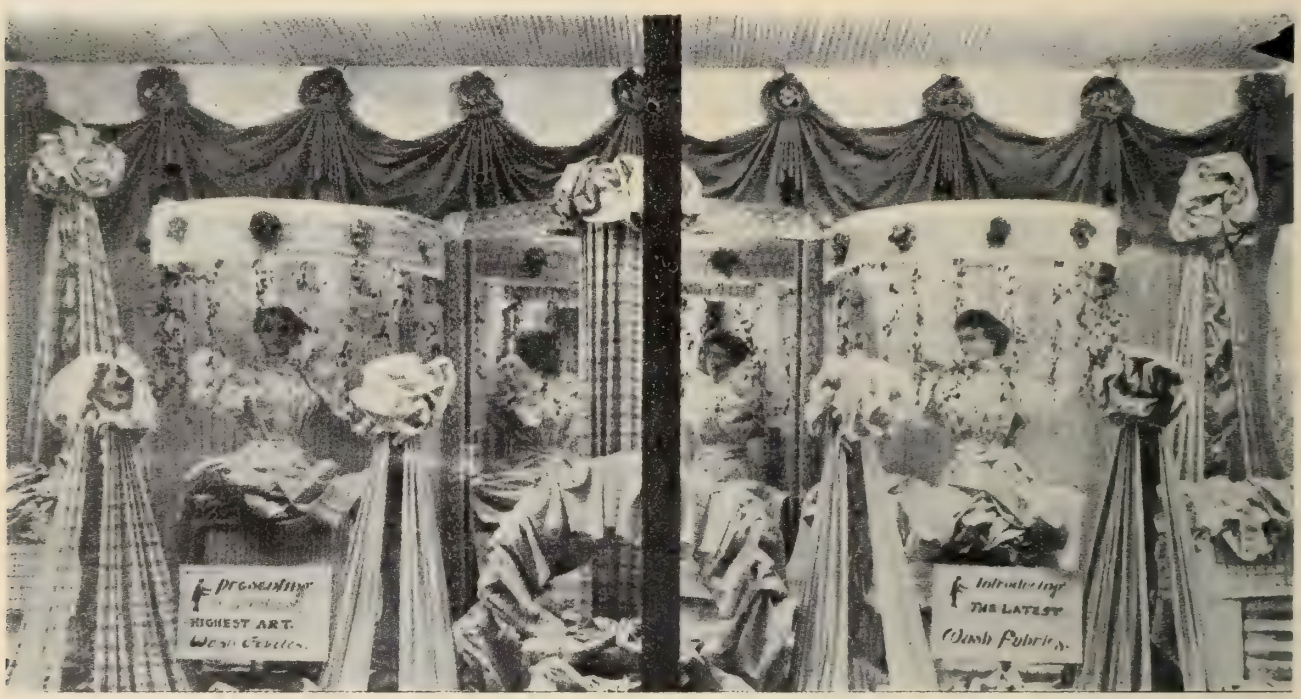
design of scroll work referred to. The designs were sawn out of 2 x 2 inch lumber.

Mandel Bros., who are considered as perhaps the most high-class house in Chicago, had lovely windows. The scheme of design was on a similar line to the one referred to above, except that they used different colored plushes. That is, one window was done in pink, another in blue and the next in green. Each window blended nicely with the one next to it. The floor coverings in these windows were of canton flannel, same color as plush. Dozens of wax forms were very artistically posed throughout the windows, on which were displayed high-class costumes and millinery which were really gems of the dressmaker's art.

One thing to be remarked about these windows was that they were not crowded. Every garment was given great prominence and quality was aimed at rather than quantity. The plan of decoration was very plain and neat and yet rich and color as the background, which was composed of sateen, being full on a brass rod across the back of window. The color of the 1st window was fawn, the 2nd pink, the next green, next red and so on. The effect at night was highly artistic. Chiffon or gauze the same shade as background was loosely hung over the arch in drapery effect which gave the window a light delicate appearance.

The interior decorations in this house were very pretty. The big light-well in centre of the store was draped all around the four sides, right to the top floor, in purple and white cotton (double width for fullness).

From the ceiling on the 8th floor were suspended black threads with bunches of violets attached about every two feet. These were allowed to hang down to the ground floor ceiling. The effect from the ground floor was simply beautiful. Hundreds of bunches of violets were used to carry the idea out. Over the fixtures, throughout the store, tasty little drapings and trims were made with the goods from the department.



Late Spring and Early Summer Fabrics.

dignified looking. There was nothing cheap or gaudy looking about the backgrounds. A few pieces of high art furniture were introduced here and there, giving the window the appearance of a drawing-room.

Then comes "The Fair." This is one of the largest, if not the largest establishment in Chicago. It has a window frontage on three of the most prominent streets. In the State street windows were shown high-class costumes, muslins, dress goods, gloves, etc. One design in background was carried out throughout the lot. The windows here are very large and high. The design was after the following: An arch spanned the window from end to end. The arch was about 12 inches wide and was sawn out of hardwood in grille effect and must have been very costly. On the arch at invervals of about three feet were placed half circles of wire. These were covered with tissue paper puffed. It looked like the half of a large ball. A light was placed under this tissue ball, but could not be seen. The tissue half-ball was same

Rothchilds' is also one of the big State street department stores. Their windows were all trimmed after one design, namely, scroll designs with transparencies in the centre. The subjects of these pictures were principally "feminine beauties," the dresses on same painted in same color as the plush on background. Every window was a different color, but one color only, and each window a blend with its neighbor.

Beautiful millinery and costumes were shown on wax forms. Nothing elaborate or gaudy was attempted. Trailing vines, such as asparagus, fern, etc., with Easter lilies in jardinieres were deftly placed throughout the goods.

Then last, but not least, comes Seigel, Cooper's. The decorators here (like the others mentioned) decided on one particular idea for a background, and made all the windows the same. They stuck to two colors, namely, cardinal and green. All the way around the sides and backs of windows were hung rich plushes on brass poles. One window was all in red plush, the next green, the next red, and so on. Seigel,

NOTICE TO SHOW CARD WRITERS.

Owing to my advertising in THE DRY GOODS REVIEW a Book of Instruction at $1.00 teaching the Art of Sign, Show Card and Ticket Writing, I have had several requests from readers asking me to furnish them with the proper Paints, Brushes, etc. I have therefore decided to put up and express to any address, a complete outfit, consisting of:

1 jar prepared Black Lettershine.
1 " " Red "
1 " " White "
1 " " Green "
1 " " Yellow "
1 " " Blue "
2 Best Red Sable Brushes.
1 Border or Striping Brush.
1 Set Skeleton Pattern Alphabets.
2 " " Figures, 1 and 2-in.
1 Package Assorted Flitters.

ENTIRE OUTFIT

$2.00

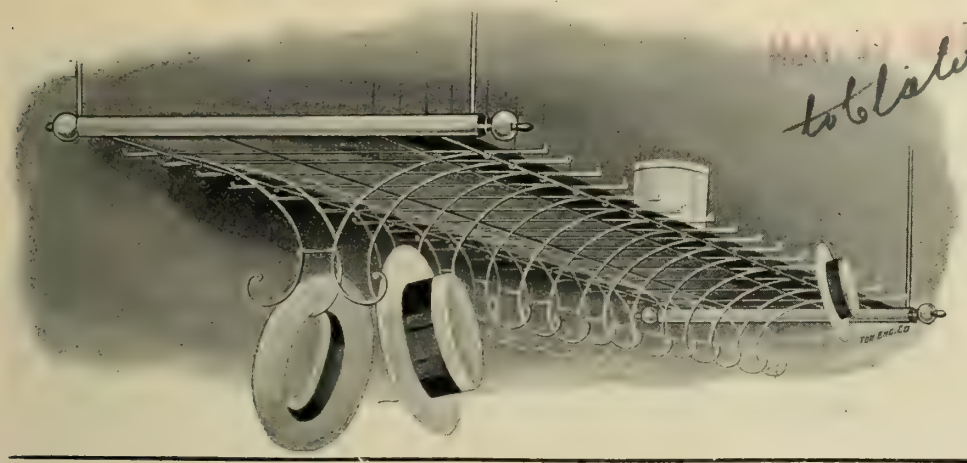
Please, in writing, state "Send Dry Goods Review Special Offer."

W. EDWARDS, Carleton Place, Ont. Box 315.

Increase Your Business

by having **efficient Telephone facilities.** We will quote you rates on Private-Branch Exchange System in your Office, Warehouse or Factory.

The BELL TELEPHONE CO. of CANADA



DISPLAY FIXTURES

OF EVERY DESCRIPTION.

Kirk's Rack

is a favorite with all who use it.

For your **Spring Trade** we manufactur all kinds **Nickel-Plated Stands, Window Fixtures, Shoe Stands, Triplicate Mirrors, Silent Salesman Show Cases, Suit Stands, Wax Figures and Clothing Forms, Ribbon Cabinets, Glove Cabinets, Store Stools, etc.**

Write for our large Catalogue.

CLATWORTHY & CO.
46 Richmond St. West, TORONTO

If you have delayed placing your order for window equipment, perhaps we can help you out.

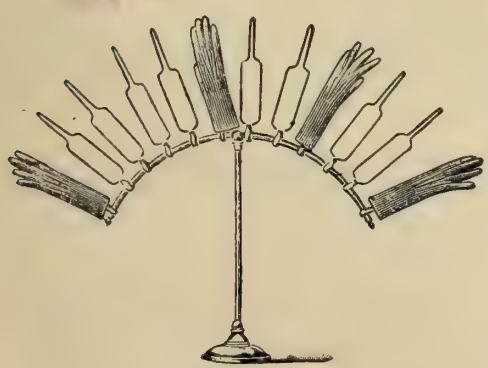
All our regular goods are kept in stock in large quantity.

If this means anything to you, drop us a line.

CATALOGUE ON APPLICATION.



Latest Haberdasher Lace Scarfs or Neckwear Stand.



Glove Displayer.

DELFOSSE & CO.

— MANUFACTURERS OF —

Display Fixtures, Show Cases, Wax Figures, Papier Mache Forms, Etc.

1782 Notre Dame Street, MONTREAL.

P. O. BOX 317.

WINDOW DECORATING—Continued.

Cooper's did not employ any scroll designs, but over the top of the plush hanging a cornice, studded with lights, was placed. Directly under this cornice was a "dado" of roses about six inches wide. This ran all the way around the window. Under this was fastened the brass pole on which the plush hung. Ready-to-wear stuffs were shown in all the windows.

Inside the store a simple and pretty interior trim was made. At the foot of staircases trees were fastened, on the branches of which crabapple blossoms, made of tissue paper, were fastened. These were evidently prepared ahead of time, and must have taken a lot of time to prepare. Over the centre aisles on each floor Japanese lanterns were suspended, forming a half circle or arch effect. These were suspended by electrical cord, on the end of which a light was fastened. Around the cords tissue paper Easter lilies were entwined, thus hiding the exposed wires. The effect when lit up was lovely, and looking from the entrance of the store it gave the aisle a fairy-like appearance. On the tops of ledges throughout the store pots of foliage, lilies, roses, etc., were placed.

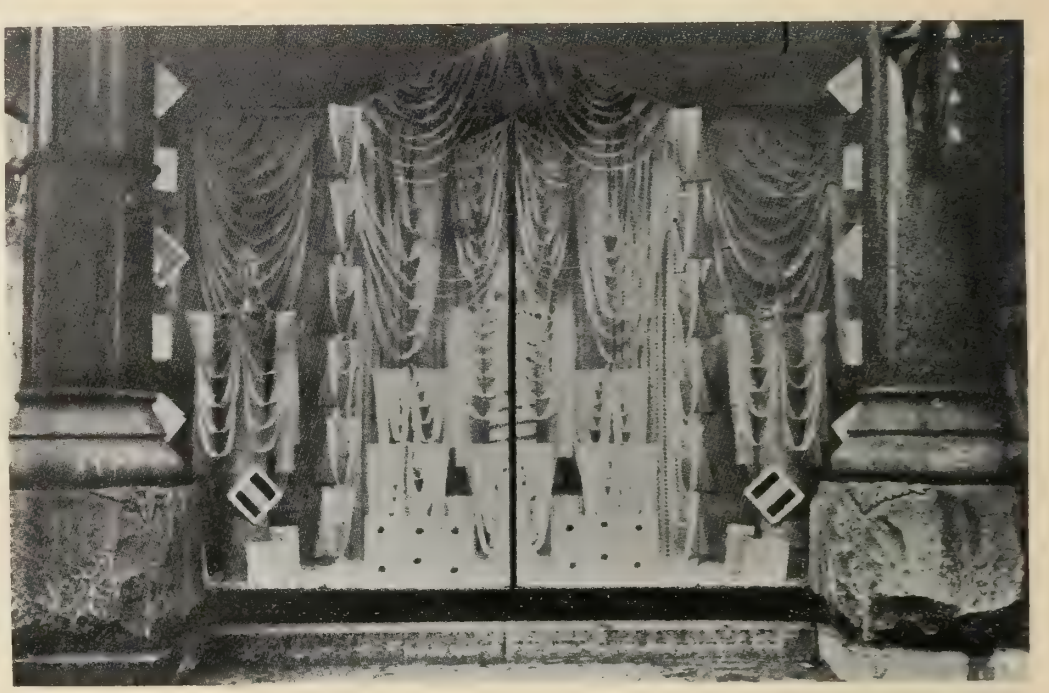
The writer visited all the stores where trimming was in evidence, but those mentioned will be sufficient to give the reader an idea of what the Easter trims were like. One particular fact was noticed, and that was that all attempts at flashy, gaudy trimming were avoided. The Easter eggs, crosses, rock of ages, etc., seen so much in former years throughout the trims, were this season very conspicuous by their absence, and it is the opinion of many that they were discarded none too soon. However, this is a matter of opinion. The tendency in the best establishments is towards neat, refined, dignified-looking trims. H. H.

SOME IDEAS FROM NEW YORK WINDOWS.

The window display that attracts a blockading crowd, says a New York writer in Printers' Ink, is not necessarily a profitable advertisement. There is a quality of "yellowness" in window displays—sensationalism which detracts from the goods and merely amuses sightseers. A box of blue-nosed monkeys in a window full of $10 suits would attract plenty of attention to the window, but none at all to the suits. A single $10 suit in a window full of monkeys would be more likely to make sales.

Thoughtful window-dressers are learning new laws about display. For one thing, it is found that simplicity must be the chief quality in windows. For another, that the goods displayed must be relied upon for effect. The goods are the main theme of interset. The purpose of the display is to sell them, and, if pedestrians are to buy, they must be interested by the goods alone. Simplicity, as at present understood, consists in dressing a window with but a single style of two or three articles. Blue shirts will be set off with two colors of tie, with perhaps a showing of colors or hose. Elaborate "salmagundi" displays, in which every garment in the store is present in all its styles and colors, are decidedly a thing of the past.

Ornamental "puffed" backgrounds are also eschewed by the best New York dressers, and the most modern windows—those of Browning, King & Co.; Samuel Budd ; Rogers, Peet & Co., and Hackett, Carhart & Co.—are finished in oiled hardwood. No backgrounds of any kind are used. The wax-faced window dummy is also being relegated to side streets, for garments cannot be so attractively displayed upon his wire anatomy as by artistic folding and grouping.



Trimmings.

Rigid attention is given to color schemes. Striking colors are used to the best purpose to catch the eye, but no effort is made to stun pedestrians. The display is calculated to attract, and hold and grow upon the man in the street. When he stops to look at shirts it is an indication that he needs shirts, and that he is a possible buyer. According to the philosophy of windows, no man will stop for any other reason. It is not desirable to stop him for another reason. The window merely aims to meet him half way and then hold him. The dresser tries to show him how that particular tie, collar and shirt would look upon himself, and does not go outside his goods to accomplish the purpose.

Even price tags are modest, and flippant phrases of the "Come one ! Come all ! " sorts are wisely left out. Cards usually run to the epigram business, such as "The reason ? The season ?" Effort is made to have them a bit bright, keeping always to good taste. "We make a little profit on your dollar ; you will make a big one," is a good example of the most advanced New York window phrase. Such phrases convince, and they cannot offend, as many formerly used did.

Headquarters for Manufactured

FURS AND SKINS

Unusually large assortment.
Highest prices paid for raw furs.

Gloves Mitts

A Specialty

Our Traveller will call on you shortly.

J. Arthur Paquet,

QUEBEC.

Perpetuated and Natural Foliage Attract Trade.



PALMS, SABAL — Best quality, from $3 per doz. up to $60 per doz.

We manufacture all kinds of Green Goods, such as

Sabal Palms,
Areca,
Cycas,
Macrazinia Plants,
Foliage, Artificial Flowers, Rose Bush, Lilies, Apple Blossoms.

ALL KINDS OF FLOWERS.

We are always looking for trade. And you, too, are looking for good goods.

Write Us For Price List.



CYCAS—Made in all sizes.

Delfosse & Co.,

1782 Notre Dame St.,

MONTREAL.

BED QUILTS

Made in Canada.

"PURITAS" Brand Cotton Quilts.
"LANATUS" Brand Lamb's-Wool Quilts.
"ALASKA" Brand Eiderdown Quilts.

Patriotism brings its own reward when you order Canadian-Made Bedding—
Especially when your order is placed with

THE ALASKA FEATHER & DOWN COMPANY

OF MONTREAL, LIMITED

Edgar McDougall, President.
J. H. Sherrard, Vice-Pres. and Mang.-Director.
J. H. Parkhill, Secretary.

Also Operating
THE CANADA FIBRE CO., Limited.

STORE MANAGEMENT.

A Merchant on Stock Changing, Cleanliness and Window Dressing.

AT the recent South Dakota Retailers' Convention, H. D. Butterfield led the discussion on stock keeping and gave the following as his ideas on the subject :

" I don't believe there is a merchant doing business that does not realize the advantage of having his stock in good order, however much he may fail in carrying out this policy. ' A place for everything and everything in its place ' is an old maxim, but one of the first to be learned by a clerk. Not that the stock should never be changed, as I thoroughly believe in rearranging the stock occasionally. It freshens it and gives the store a new appearance, but once arranged everything should have its shelf and place until such time as the store needs a fresh overhauling. Nothing is more detrimental to good store keeping than to have the clerks calling across the store, ' Where is this and where is that ? ' Of course, in a store where each clerk is confined to his or her department, there is no occasion for this, but in small stores where each clerk sells goods all over the store it is most likely to occur, and can only be avoided by a systematic arrangement of the stock and keeping it so. It means a great saving of time as well as satisfaction to the customers to be shown what they wish to see promptly.

" Free from dust and dirt—well, this is one of the hardest problems a merchant has to face, and can only be accomplished by constant care and industrious use of the whisk broom and dust cloth. Care can be taken to prevent raising dust or allowing same to get into the shelving by a careful covering of the stock and good shelf curtains, which should all be put up before sweeping and left up until the store is thoroughly dusted. This saves much trouble in keeping stock clean.

" My experience in sweeping teaches me that a good floor brush with a little kerosene oil applied to it occasionally keeps the floor cleaner and raises less dust than any other method. An occasional scrubbing of the floor helps largely in keeping down the dust, but it is only by ' keeping everlastingly at it ' that a store can be kept clean.

" As regards window dressing, I thoroughly believe in it. A well-arranged window is one of the best advertisements a merchant can have. I am not in favor of spectacular windows, as they serve simply to attract the attention of street loafers and the curiosity-seeking class, without appealing to the desires of would-be purchasers. However, that is a point many disagree upon, and many of the most successful merchants argue that whatever serves to attract attention to the store advertises it to the public. I don't believe there are any cast-iron rules that govern window dressing, as methods are constantly changing in the most progressive stores, and every merchant must think and act for himself."

THE SMALL STORES.

Many small merchants in the cities are apt to think that while the department stores should advertise, advertising is a profitless expenditure for the small business that finds its custom only in the immediate neighborhood of the store. These men fail to take into consideration the fact that in many instances the department store began life as a neighborhood store and increased its business by judicious advertising. Advertising is just as profitable for the small business as for the large one. Judicious newspaper publicity comes first, of course. But in connection with his newspaper advertising the small merchant may issue, from time to time, a store paper. Some kind of an advertisement should be placed in every bundle of goods sent out of the store, and in every way the merchant should endeavor to keep his establishment before the eyes of the public.—Ad-Writer, St. Louis.

Parasols.

WITH the many light colored dresses to be worn during the coming Summer the trade has been offered an unusually attractive assortment of parasols in colors to match. The popular dress-goods colors are all reproduced in these, besides some of a more fancy order. The plain colors are confined to stripes, but the variety of these is very great. White grounds with black, pink, green, heliotrope, or other color in the design around the edge form the bulk of the assortments. Above the pattern three or four satin stripes in self-colors running round the parasol add much to its appearance. The tendency in the buying at present is toward the black and white designs, which, it should be said, shows very good taste on the part of the trade, for nothing could be prettier than these parasols. In the plain colors are found blues, black, reds, turquoise, heliotrope, pink, navy, etc., etc. A pretty slate grey is also shown, which should be in demand to go with the popular dresses of that shade for Summer wear.

Children's parasols continue along the flounced line, several lace flowers circling the parasol. White is in the greatest demand in these colors, though a number of other light colors are also taking well.

Handles are in the color of the covers, and are well liked, mounted with either gold or silver.

THE LADY AND THE UMBRELLA.

The clerk gave us a story, the moral of which is, look out for your sun umbrella handle.

" See those gloves ? " she asked.

" Yes, madame."

" I bought them here. Paid full price for them, too—look at them."

" Yes, ma'am, I see—full of holes."

" Looks as if I'd been scrubbing with them."

" The right hand does look that way."

" But they are mates. Now I demand a new pair. It's a shame to take a woman's money for such goods."

" Let me see your parasol. Fine handle, that ; cut in grooves, works like a file. I'm only surprised madame, that it did not cut through to the skin. You should wear buckskin. Call again, madame."—Dry Goods Guide.

S. Greenshields, Son & Co. have made a success of their new ready-to-wear department from the very start, and have now found it necessary to add a number of extra lines, in order to keep up with the increasing trade. These will be placed in stock in time for the coming Spring trade. Travellers are now on their routes with goods for the Fall trade, and the samples of the new department will interest every merchant. The most prompt attention can be given to the travellers' orders.

BLANKETS BED BLANKETS

TORONTO
C. H. Forster
30 Merchants' Building
50 Bay Street.



MONTREAL
W. H. Reed
Room 1
112 St. Peter Street.

The Slingsby Manufacturing Company
LIMITED.

BRANTFORD, ONTARIO.

COSTUME CLOTHS, KERSEYS, SHEETINGS, CAMP BLANKETING,
MACKINAWS, PLAIN and FANCY, in WOOL and UNION, YARNS, Etc.

BLANKETS HORSE BLANKETS

FALL 1902

Fall Patterns Now On Sale

Designs Thoroughly Up To Date

And are Worthy of the Trade's Inspection.

THE COLONIAL BLEACHING & PRINTING CO.
Limited

MONTREAL.

The Dress Goods Trade.



THERE is still a heavy movement in all light dress fabrics for Summer wear. Though, to a great extent, the retail trade throughout the country have been supplied with their goods for the season, yet the orders coming in from the later buyers, and even a large number of repeat orders have combined to make the volume of business a very large one. Travellers are now out on the road with such samples of Fall goods as are ready, and from all the points they have visited they have managed to secure satisfactory orders for Fall delivery. The early Spring has placed the dress goods business a little ahead of time, and in certain parts of the Dominion, where the climate is generally warmer and where now warm weather has already existed for a couple of weeks, the demand for Summer goods has opened up well. To judge by the trade in these places, the dress materials placed before the public for Summer wear have met with much appreciation.

In silk dress materials, the Shangtung or tussores, linen effects have taken a leading position. Color and material are alike very suitable for the warmest weather, and merchants who have invested heavily in this line need have little fear of the results. Black moire silks have been in excellent demand, and moire antiques, in black and white, are selling to the trade all over the country in large quantities. Tamolines continue to move freely. Taffeta silks, both plain and fancy, are in as good demand as ever.

Silk louisines are selling well, and are shown in all the popular shades of the season, including some handsome stripe effects in light blue which were only a very short time in catching the fancy of the trade. Narrow black borders figure largely in the stripes in these goods, and serve as an outline to the stripe, showing them up against the light-colored ground to good advantage.

All sheer fabrics are still being called for in large quantities, and should the coming Summer prove as tropical as for the past few years, womenkind will owe much to the originators of so desirable a fashion. Eoliennes, in all colors, are in good demand. Voiles and grenadines sell well; the latter have recently been shown in some of the large houses in some entirely new designs, which will take well. Cream and black lustres are still good.

Muslins are in the usual variety of patterns and are selling as usual. Challies have been very good in flower designs, but the new stripe patterns give indications of selling even better. Prominent among these are the lace effects, which are particularly suitable for the coming season, when lace will be so important a feature in the dress goods trade. All colors are shown in challies, in the grounds and patterns. A leading design has a cream ground with reseda, heliotrope, old rose, or some other of the seasonable colors in the pattern.

Colors continue along the lines we have before called attention to. Light blue, or robin's egg blue has been in good demand. Old rose, reseda, fawns, light slates, and blacks are all selling well. Several shades were brought out in the slate colors, but the darker shades have not met with as favorable a reception as the lighter shades. Linen color, of course, is an important feature. The staple navy blues show as much life as ever in the heavier goods for Fall. Browns, in various dark shades, are, without doubt, to play a leading part in the Fall dress goods trade. The lighter shades will not take well, however. Wholesale houses are giving a prominent place to this color, and it is stated that there has been more sold than in the same period for five or six years.

In the heavier goods for Fall wear, there is a noticeable tendency toward the rougher-finished cloths. Zibelines can be counted upon to take a front place in the Fall trade. Cheviots are now in demand in black and navy blue. Broadcloths, also, are selling very well, and will be among the most popular cloths for Fall.

Velvets and velveteens are also strong, and the demand for these is noticeably increasing. Blacks and blues are wanted most. The latest materials in this line are the metallic velveteens, the patterns stamped in silver, in spots, stripes, and small figures. One of the newest patterns is a small chain stripe. All the designs are small and neat. This, also, is shown in black and blues.

In still heavier materials for Fall there is a good feeling for corduroys, both for ladies' costumes and suits for children. For the latter, the great wearing qualities of corduroy make it a material very desirable, and it only needs the push of fashion to make it sell better than any other cloth for this purpose. It is shown in browns, drabs, navys and black.

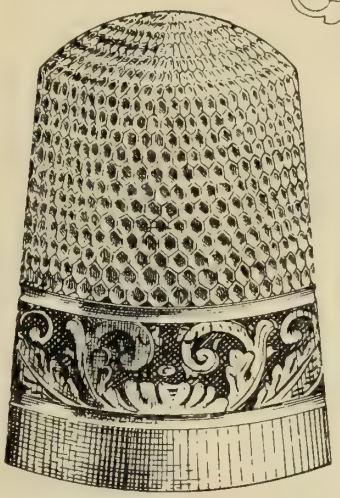
Rainproof cloth has been in active demand for some time now, and there is no slackening in the business done yet. For making up into ladies' shower-proof coats, it has been most popular. Both olives and greys, in a variety of shades, sell well.

S. Greenshields, Son & Co.'s dress goods department is in constant receipt of new designs in all kinds of dress materials. Among the silks are some very attractive moire antiques which are in excellent demand. Muslins and challies are on view in an unusual variety of designs, and in the latter a large shipment of creams, with the popular lace effect designs in old rose, reseda, etc., has just been placed in stock. Their "Cravenette" shower-proof cloth has been selling rapidly. This is a handsome cloth, shown in all the desirable shades. Two lines of corduroys, in brown, blacks, navys, etc., are shown, which can be profitably handled by the trade in the Fall season.

UNDER NEW MANAGEMENT.

Mr. J. M. Robertson has undertaken the management of the business of F. Robertson & Co., formerly conducted by his late brother. In addition to their regular lines the firm are going extensively into the manufacture of frilled muslin and net curtains, samples of which will shortly be submitted to the trade.

The "DORCAS" Thimble



Made in three parts
The inner & outer STERLING SILVER
And the intermediate STEEL
HORNER'S PATENT
THE MOST POPULAR THIMBLE OF THE DAY
May be had from
H. PEARCE, 1667 Notre Dame St., MONTREAL.
DO YOU STOCK THEM?

Sole Manufacturer, CHAS. HORNER, 29 Vyse St., BIRMINGHAM, ENG.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.
Artistic Designs Furnished.
WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
274 & 276 CHURCH ST., NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

Laces and Trimmings.

THE unprecedented demand for lace trimmings, insertions and embroideries has not found the manufacturers or jobbers fully prepared to meet it, though the former have struggled bravely to fill the great number of orders pouring into them and wholesalers have exerted themselves to the utmost to provide their customers. The demand from manufacturers of shirt waists, Summer suits and other garments on which such trimmings are used has added to the retailers' difficulty in obtaining the goods. One whole consignment, and not a small one either, was recently taken in one order by a shirt-waist manufacturer, from one of the jobbing houses, with the result that the regular customers of that house have been forced to do without until another shipment is received. This demand has now been going on since the first of the season, and, in all probability, will continue until about the middle of July, as long, at any rate, as the sales of waists and dress goods keep up.

This extraordinary demand for laces began with a run on two or three favorite patterns, but so widespread has the use of these goods since become, and so difficult is it to obtain just what is wanted, that the trade gradually edged away from the laces put down as the proper style, and sent in their orders for all makes and patterns without distinction. The result is that no matter what the style, if it is lace and can be used as a trimming, it will sell.

But medallions and insertions are in the greatest demand. Wave insertions are particularly good in the popular linen shade. Medallions are also shown in this shade as well as in blacks and white. Cream is a color that has come forward in insertions rapidly, and this shade is going very well. There is also an excellent demand for Irish point laces and Nottinghams, as well as for Valenciennes, escurials, duchess, etc.

Ribbons are now selling very freely. A sudden turn for the better took place in this trade a short while ago, and since then there has been a gradual improvement. The demand is not confined to any particular class, but, of course, is better in such shades as will harmonize with the dress colors in vogue. Black satin and velvet ribbons continue to go well, and in the cheaper trade there is a good a demand for the black velvet ribbons with cotton backs. Not only on dresses and waists are ribbons in wide use, but in millinery as well. The trade will do well to pay close attention to the assortment of ribbons. The demand varies in every place, according to the surrounding conditions, and must be gauged by the dealer himself. The wide widths are given the most prominence.

This use of ribbons is confined for the most part to the better class of trade as yet, and is likely to remain in this state for some time. But the more popular trade is very likely to follow it sooner or later.

MR. GRANGER REELECTED PRESIDENT.

At the annual meeting of the shareholders of The Auer Incandescent Light Manufacturing Co., Limited, Mr. A. O. Granger was reelected president. The directors, Messrs. John Murphy, S. Carsley, C. A. Duclos, J. G. Ross, F. E. Nelson, A. O. Granger, T. W. Boyd, Hugh Glassford and W. R. Granger were reelected for the ensuing year. Other officers elected were Mr. W. R. Granger, general manager and secretary, and Mr. Thomas Sutton, treasurer.

The annual statements and the report of the board of directors were unanimously adopted.

At another meeting a resolution of sympathy was passed for the death of Father Quinlivan, whose support and co-operation were very much appreciated by the members of the company.

WOOL HOSE FOR FALL.

Besides their 45 and 46 worsted hose which they are running again, Brophy, Cains & Co. are introducing a 1 and 1-ribbed hose made of good imported cashmere, but heavier than any of the imported cashmere ribs, which is a record breaker. Being extra elastic it can be used both as an ordinary stocking and also as an overhose, and the price has been arranged to allow it to be sold at popular prices. If you have not seen it, write for a sample of No. 49, before placing your order, mentioning this paper.

TICKETS AND SHOW CARDS FOR WINDOWS.

Hand-painted show cards and price tickets are quite as necessary to a perfect display of goods in the show window these days as to have goods in the window. It is with pleasure that we call attention to the advertisement of W. Edwards, Carleton Place, Ont., Box 315, in this issue. We can heartily recommend his book of instructions teaching this art as one of the most complete works of the kind ever published. It sells at $1. Secure a copy. It will pay you.

WHAT A PARIS REPORT SAYS.

That early fashions are being revived in Paris is seen by the Paris correspondence of The London Drapers' Record, which says: "All the novelties in materials seem to be taken from the marchandes de modes of the 18th century, surnamed marchandes de frivolites. Everything connected with the toilette appears to be more vaporous than ever—echarpes, trimmings, and volant, to which are given any amount of fullness, are most fairy-like. There is no end to the fluffy, snowy-looking materials. Pleated tulle and chiffon is laid on very full and very long. Substance is given by means of many layers of material placed one over the other. The more pleats there are the greater the fullness; and all these effects are tres flou. The dress materials are absolutely void of dressing, so that they can more easily twine round the body in long, falling pleats, and yet stand out well and slope out well at the bottom in long, full trains. By a curious coincidence the modern toilette appears to be a compromise between the false Louis XV. of 1840 (a kind of 18th century), and the second period of the Directoire, seen in the immortal portraits of Mme. Recamier, Mme. Regnault, and others of the same epoch. We have certainly returned to their long, soft, training skirts and their basque, Louis XV., which lengthen the body and trim the hips, and the little bouillon sleeves accompanying a long one, style Empire."

Mr. A. Munn, dry goods merchant, Ripley, Ont., was in Toronto this week on business and called on "The Review."

Mr. Frederick Wyld, president of The Wyld-Darling Co., Limited, has been unanimously elected vice-president of the Standard Bank of Canada, as successor to the late Mr. John Burns.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital Subscribed -	$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over - -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

BEAVER LINE

PROPOSED SUMMER SAILINGS. (SUBJECT TO CHANGE.)

MONTREAL TO LIVERPOOL VIA QUEBEC.

From Liverpool.	STEAMER.	From Montreal.
Tues., Apr. 22	LAKE MANITOBA	Thur., May 8
" May 6	LAKE CHAMPLAIN	" " 22
" " 13	LAKE ONTARIO	" " 29
" " 20	LAKE SIMCOE	" June 5
" " 27	LAKE MANITOBA	" " 12
" June 3	LAKE MEGANTIC	" " 19
" " 10	LAKE CHAMPLAIN	" " 26

FIRST CABIN—Single, $52.50 and upwards. Round Trip, $99.75 and upwards.
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50 and upwards, according to steamer.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.

The Auer Gas Lamp

Money-Back Style.

No. 5



IT will make your store or home as bright as day without costing you as much to run as your oil lamps or electric lights.

THERE is no smell from it and it does not flicker.

IT shows the true colors of your goods which oil and electricity do not.

SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED.

SEND FOR CATALOG AND TRADE DISCOUNTS.

AUER LIGHT CO., 1682 Notre Dame St., MONTREAL.
Manufacturers and Importers of
MANTLES—SHADES—CHIMNEYS—BURNERS—ETC.

The Galt Knitting Co. LIMITED

GALT.



Established in 1881.

Underwear AND Eiderdowns



TIGER BRAND

Samples for Fall, 1902, now in the hands of our several representatives.

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

Cor. Victoria Sq. and St. James St.,

MONTREAL.

SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

THE EVIL OF RETURNED GOODS.

What New York Jobbers Think of It.



THIS season New York wholesalers are complaining more about the abuse of returned goods than in previous years. They claim that the practice of buyers returning goods which they find they do not require or do not want is assuming serious proportions, and, in fact, has been resorted to more extensively this season than heretofore. One of the main grievances is that the goods are not returned until the season's trade is practically over, with the result that the stock is left on their hands, or else necessarily disposed of at a sacrifice. No concerted movement has been started to combat the evil, although suggestions are being made as to how it can be overcome. One suggestion is that the jobbers enter an agreement not to take back any goods unless damaged. This plan, however, does not appear to be favored generally. Most houses think that the matter is one that should be left to individual action.

AN AGREEMENT SUGGESTED.

P. P. Maury, manager of the dress goods department of Lee, Tweedy & Co., said: "The deplorable practice of returning goods, which has increased to alarming proportions, can only be adjusted by combined efforts upon the part of wholesalers, who have only themselves to blame for existing conditions. With a view of maintaining good will, or on account of a desire to increase his business with his customers, the wholesaler permits such unbusinesslike privileges. Both the retailer and the jobber are deceiving themselves—the retailer by overloading his stock and the jobber by the loss of profit sustained in taking part of the purchase back, which, in every case, is rendered unsalable except at a ridiculous reduction. Now that the Fall campaign among dress goods' jobbers is approaching it would be well to agitate this matter and also to remind the thousands of retailers of their moral obligation to cancel back orders before the goods have been shipped, thereby saving time and expense to the wholesaler. This can easily be accomplished, provided buyers keep a record of their purchases and use some method of details in connection with their business. Some firms have tried in vain to solve this difficult problem, with a result which they conclude best, namely, to cheerfully credit anything returned, no matter from what cause or in what condition. There seems to be no happy medium of using one's own policy in the matter, and the department buyer is in momentary fear of offending or losing a customer by treating the matter with the least amount of justice or protection to his interest. The retailer assumes from the encouragement met with in the past that any privilege taken will be permitted, and in the aggregate at the close of the season it is found that a football has been made of the stock and thousands of dollars lost. All jobbers should unite in the matter and make an iron-clad resolution, not to be departed from, which shall be that goods will not be taken back except when damaged. Purchases would then be made with greater care and profits would be more general. There would be more unity between customers, general salesmen and the department, and more cash counted for all at the end of the year."

NO AGREEMENT WOULD WORK.

John C. Eames, of The H. B. Claflin Company, did not believe the practice could be regulated by an agreement. The practice had assumed large proportions, but the problem of obtaining relief from the abuses of the privilege could only be solved by the jobbers acting individually rather than collectively. "For instance, manufacturers in the cutting-up trade," he continued, "come here and buy three or four times as much as they can use, and later on we are asked to take back some of the goods. If the request is made within a reasonable time after the purchase we allow them that privilege to some extent. There are instances, though, where goods are held a long time and then thrown back on our hands, or rather, we are asked to take them back, and while such requests are often denied, we are sometimes confronted with the alternative of receiving the left-over stock or getting no payment for it. Then, again, returned goods are frequently placed to the credit of the purchaser. A decline in prices, too, is a factor that often causes buyers to return goods purchased before the decline, and there are many other phases of the subject which make any binding agreement to be observed by all jobbers alike wholly impracticable. As I have said, it is necessarily a matter of individual policy."

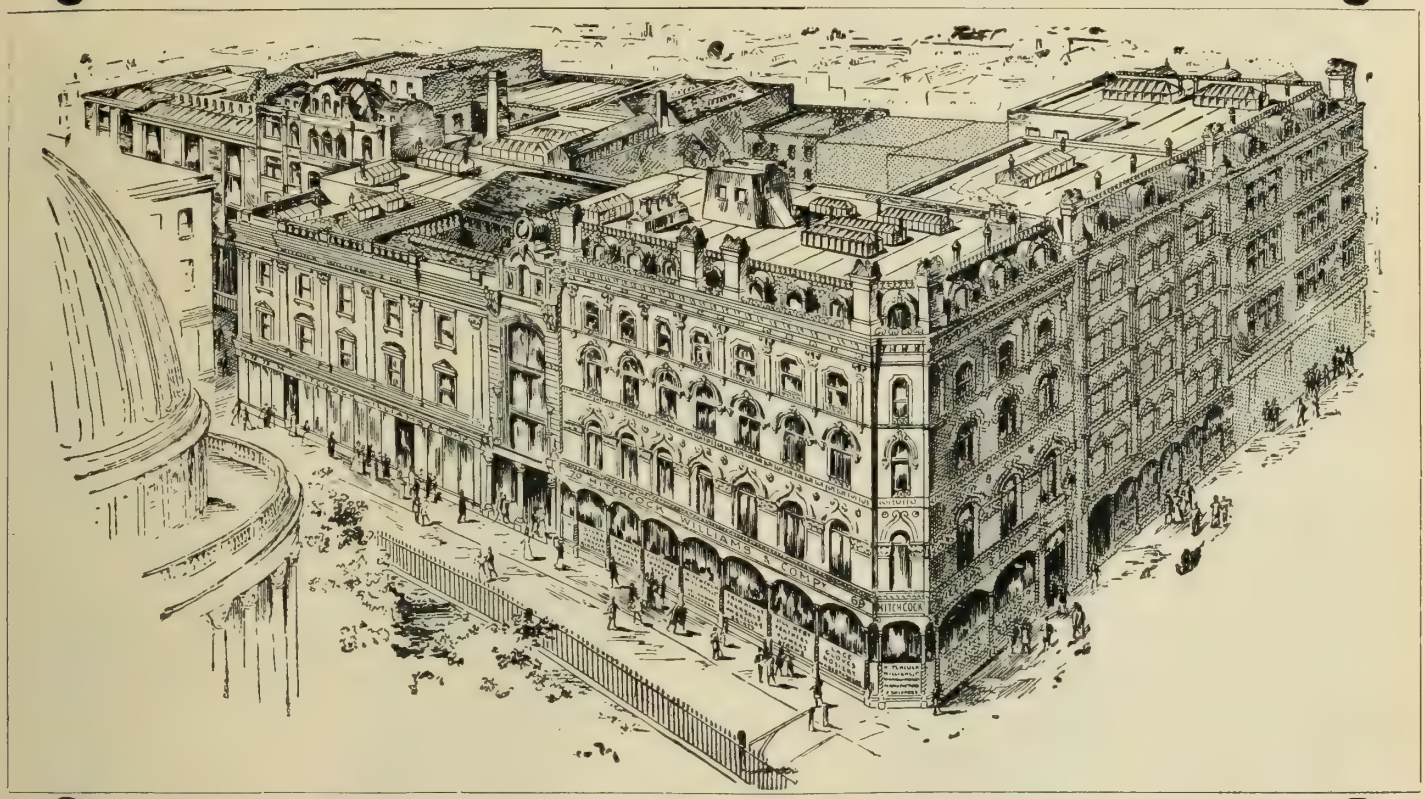
QUEER REASONS FOR RETURNING.

W. H. Corbin, manager of the dress-goods department of James H. Dunham & Co., said: "We took unusual pains this season to have all orders made out carefully and to see to it that the goods were all right when shipped. Notwithstanding this we have had more trouble over the so-called return privilege and have had more goods sent back than ever before. And what is more, buyers have been returning large amounts of cut goods, which means just so much dead stock to us; or, which we have to dispose of at a sacrifice. All sorts of reasons are given for returning the merchandise, and if we refuse to take back the goods, whether the buyer is justified or not in returning them, we hurt his feelings and run the risk of losing his trade. Strange as it may seem, no matter how justified we may be for not accepting the goods, the average buyer is offended if we do not. Furthermore, after we have asked and received explanations from a buyer, a suggestion from us that we will sell the goods for the buyer's account sometimes causes offence. I do not know how this abuse can be regulated, although we would be glad to hear of some practical remedy. I certainly do not think it can be done by any agreement not to take back goods unless damaged."

RETURNS COME IN LATE.

Another prominent member of the trade said: "The shortage of goods in the market at the present time has been further increased by the action of buyers, who, in placing first orders, overstepped all reasonable bounds for goods actually required. Supplies which would now be of much value to the jobber will doubtless be returned later in the season on some trival complaint, possibly that the goods were a day or two late in delivery, etc. The season will be over when these goods are returned, and, furthermore, they are usually in anything but a salable condition. The result is they are either placed on the market as a job at a material reduction, or even at a loss, or else are turned over to some auction house for disposal at whatever price they will bring. I think, however, it will prove a very difficult matter to change or remedy existing conditions, since jobbers do not care to run the risk of losing a buyer's trade, and will put up with many abuses of the return privilege in order to hold it."

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Coronation Year.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application

Our Mr. Cliffe visits Canada twice a year, and will arrive in Montreal about the end of April for the coming Fall trade. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.


"THE DISTINGUÉ"
WATERPROOF
IN USE ALL OVER THE WORLD

DRY GOODS REVIEW

The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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NEW YORK - - - - - - - Room 442, New York Life Building.

Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.
Published the first of each month.

Cable Address: "Adscript," London; "Adscript," Canada.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, MAY, 1902.

WHEN WRITING ADVERTISERS PLEASE MENTION THAT YOU SAW THEIR ADVERTISEMENT IN THIS PAPER

HEAVIER OCEAN INSURANCE RATES.

THE increase in insurance rates to Canadian ports is evidently going to have a disastrous effect on the amount of business hitherto shipped by dry goods importers via Canada. In speaking to THE DRY GOODS REVIEW on this subject, Mr. John Macdonald, of John Macdonald & Co., said that his firm had always favored patronizing Canadian ports, and wished to continue that policy. But, as a matter of business, it was impossible to ignore the fact that the increase of the rates by the insurance companies on freights to Canada was going to throw the business to United States ports.

It appears that one large importing firm having figured up the cost of insurance via the two routes found that it averages during the whole season by the St. Lawrence route about 33⅓ per cent., while the average via the United States ports was about 20 per cent. "It is useless," said one importer, "to try and ship via Canadian ports with such a discrimination in rates as this to contend with. Two years ago the rates were about 25 per cent. all around, and, therefore, as far as insurance was concerned, we had no inducement to ship one way rather than the other, but six months ago, at the end of the Summer season, when the St. Lawrence route is closed, we had to make a Winter arrangement. We then found that we could do it so much cheaper that, when the time arrives for another six months' arrangement to be made, we shall undoubtedly make it again via United States ports, both for Winter and Summer shipments.

"It is to be regretted that Canadian importers cannot use Canadian routes, but as you will see by the printed schedule, which I give you, the difference is very considerable."

This printed schedule shows that the rates via New York, Boston and Philadelphia range from 20 to 35 per cent., the rate under which the bulk of Canadian imported dry goods falls being 20 per cent. The rates via Portland, St. John and Halifax are from 25 to 45 per cent., but the extra railway haul has to be considered here by Canadian importers. The insurance rates via the St. Lawrence range from 35 to 80 per cent.

No business man can afford to ignore such a consideration, and if something is not done to remedy the discrimination, shipments must go away from Canadian ports.

LORD STRATHCONA'S SUGGESTION.

THERE is a curious report in circulation respecting a Dominion insolvency law. It is stated that Lord Strathcona, the Canadian High Commissioner in London, asked the Chamber of Commerce in that great city to urge upon the Canadian Government the necessity for such a law.

Acting upon Lord Strathcona's suggestion the chamber passed a resolution, a copy of which has been received by the Toronto Board of Trade, as follows:

That this section is convinced that Anglo-Canadian trade has materially suffered from the absence of a Dominion bankruptcy law, and urges most strenuously that the Chamber should make representations to the Dominion Government with a view to legislation on this subject, and should also address the Boards of Trade throughout the Dominion expressing the hope that they will urge on the Government that the matter be, if possible, considered during the next session of Parliament.

We entirely agree with the course pursued by the High Commissioner and with the resolution passed. But the question arises: Did His Lordship act on a hint from the Canadian Government, which he represents in Great Britain and with which he is in close and constant official touch? Do our Ministers want some pressure from London before introducing an insolvency law and have they thus sought it by means of their own High Commissioner?

It may be, of course, that Lord Strathcona, who is a thorough business man himself, made the suggestion from his own knowledge and experience of what is best and that the Ottawa Ministers are as lukewarm as ever on the subject. In that event we have only to say that Lord Strathcona is right and the Canadian Government is wrong.

We ought to have an insolvency law, all the more since Canada expects to increase her trade vastly with the United Kingdom.

BEGGING CHARITY FROM OUTSIDERS.

WE HAVE already referred to the attempts which have been made to extort contributions from merchants by local charities. Some of these methods are far from satisfactory, and, as a general rule, no merchant, either wholesale or retail, should lend himself to the plans now in vogue. One of the most recent of these appeals is in the form of a typewritten letter written on plain paper, and sent around to city wholesale houses, signed by the name or names of one or more retail merchants. It is evidently part of a movement in the town in question to get outsiders to pay their charity bills for them.

As the letter may interest readers who have not seen one like it, we present it as it stands, leaving out the name of the town and the date :

Dear Sirs,—The ——— people in town overhauled and greatly improved their church and built a Sunday school room, as well as improving the parsonage, and the Ladies' Aid of that church have struck a novel scheme for raising some money. They are asking all the local retail men with whom they trade, to ask their wholesale houses to make a present to the Ladies' Aid. These presents will be sold by the ladies at a special sale. You will benefit through it by the advertisement it gives you, as the article will be ticketed, saying by whom it was given, and bills will be gotten out also showing the articles for sale and by whom contributed. In this way there will be a mutual benefit to you, to me and to the Ladies' Aid. They wish to hold their sale in the course of a month, so if you desire to assist them kindly send me your article or articles of gift, with the value the ladies should place upon it, and I will hand it to the Ladies' Aid.

If you receive any such a letter as this from more than one merchant it does not matter to whom you send your gift.

Now, we merely wish to say that this sort of thing is not creditable to the town, to the religious persons concerned, or to the merchants who give it any countenance whatever. It is essentially the plan of people who want others to do their charitable work for them.

No doubt the retail merchants whose names are signed to documents like this don't like it at all, but they cannot very well refuse their lady customers, and the letters go on to the wholesale houses. Perhaps the latter don't like to refuse their retail merchants.

If so, where would it stop? The retail merchants in many towns would find themselves let in for far more contributions than they ought to give, while also the wholesalers would become the headcentres for a perfect invasion of charity-seekers located at outside points.

As will be seen in the above instance, the contribution was not to relieve the poor, the sick, or the distressed. It was not really charity at all. It was nothing more than a fund to make improvement to a church building and the house of the minister. We do not think that for such a purpose outsiders should be asked to help at all.

As previously remarked, we have not one word to say against religion, or charity, which are both entitled to all the help which the community can give. But it is time to raise a protest against the methods which are being adopted in certain quarters to raise money, and as the retail merchant has a harder time of it than anybody knows of, and as he is face to face every day with the difficulty of refusing these persistent persons without offending them, it is upon him that the chief onus falls.

The remedy which occurs to us is that the local newspapers in which the merchant advertises ought to be asked to say a few pointed things, which an individual would not like to say. The editor can, in a general way, point out the impropriety of raising church funds by making victims of merchants. If something is not done soon the trade will find themselves supporting most of the churches in the country.

A ONE-SIDED POLICY.

THERE is more common sense respecting the value of Canadian trade in the New England States than in any other part of the Union. The business men of that section have always recognized that you cannot long sell goods to a man from whom you buy as little as possible. The Boston Chamber of Commerce is cooperating with Chicago, Cleveland, St. Paul and other western centres with a view to common action in favor of closer relations with Canada. One of the Boston gentlemen has expressed himself as follows :

The Canadians wish to buy of us and use our goods, but they think they should be fairly treated in return. At it now stands the average rate of duty charged by Canada on our dutiable products is scarcely more than half the rate we charge on the dutiable goods coming from Canada into the United States.

The Canadians are beginning to find in England the market for their goods which we deny them. If this tendency becomes more marked we shall have to fear that a commercial federation between Canada and Great Britain will be formed, which will permanently put our manufacturers out of the competition with English wares. Another danger is that there will develop in Canada a national policy of high tariff which would prove equally injurious to us.

This gentleman talks sense. Our American cousins have not displayed their usual shrewdness in driving Great Britain and Canada, their two best customers, to that state of disgust, which will induce them to go into business together on a preferential basis.

The tariff of the United States must be greatly modified unless they wish to lose the British markets, and it is quite surprising that one of the great political parties in the United States does not see this and begin an agitation for tariff reform.

MAKING FIREPROOF FLANNELETTES.

As remarked before, the complaint in England that flannelettes are inflammable, and, by igniting, have caused the death of many persons, is not one which is felt here. Open fires are not common in Canada, and although flannelette is often used for children's night clothing, one seldom hears of deaths by burning.

Still, they have occurred, and as long as flannelette is a fabric which catches fire easily it might lie under suspicion for this reason.

However, a process is now under development in England by which the fabric will be rendered fireproof. This process has been exhibited to those interested in the cotton trade at Manchester, and the hope of those who have investigated the matter is that flannelettes may ultimately be greatly improved in respect to this quality.

A MANUFACTURER SPEAKS OUT.

CANADIAN merchants will read with interest the speech reported elsewhere in this issue by Mr. Firth, the British carpet manufacturer, who takes such strong ground in favor of closer trade relations between Great Britain and her colonies.

This speech will indicate that the proposals to set up a tariff arrangement between the various portions of the British Empire is not confined to the so-called Imperialists, but is favored by solid business men. The new duties placed by the British Government on wheat and flour are one proof that the country is no longer wedded to a rigid system of free imports. Judging by Mr. Firth's bold and clear declaration, England is in a mood to change her policy in these matters.

It must be remembered that the backbone of the free trade agitation which ended in the downfall of protection 50 years ago was the manufacturing interest. The manufacturers of Great Britain at that time were led by Cobden and Bright, who were manufacturers, and they asked for free raw materials and cheap food. Being granted these, the manufacturers declared that they could capture the markets of the world, and would, therefore, dispense with all protection on the made articles.

They have had reason during the last 15 or 20 years to regret that so clean a sweep was made of all duties, because to-day Great Britain needs some weapons by which to force foreign countries to give her fair treatment in international trade. We do not say that all or half of the British manufacturers would be willing to see a tariff again. But one thing is quite clear. A number of them are willing to give the foreigner tit for tat, since it is manifestly absurd that Great Britain should go on giving a free market in her own country to the products of nations which place tariffs mountains high on her goods.

These tariffs are not framed, as ours in Canada is, for the purpose of raising revenue which we cannot obtain by other means of taxation, but are put on avowedly for the purpose of excluding British manufactures. Mr. Firth's speech is, therefore, of considerable importance at the present time.

CANADIAN COTTON PRICES.

As will be seen in the market reports in this issue, and also in the advices from New York, the strength of the cotton market in both countries is quite marked.

The prospects seem to point to a higher price for raw cotton, and in Canada the prices of certain lines of cotton have already been advanced. It is, of course, good business for manufacturers to raise the prices of the fabric when they have to pay more for the raw material. To act in any other way is to do business at a loss. Several of the Canadian cotton mills made no money last year, and, naturally, they want to make some during the coming year. The recent advances, therefore, in cotton goods are part of a perfectly reasonable policy, and a policy, moreover, which every successful man in trade follows.

At the same time, when prices are raised, there ought to be some assurance that the higher prices will be paid. Some large buyers have expressed the opinion to us that it will be difficult to get the new prices, and that the only result of the policy may be to throw back orders which would otherwise be given. It may be, however, that, with a brisk business opening up in Canada, the demand for these goods will justify the higher prices and that we shall hear of no more stagnation in the cotton trade.

Canadian merchants want to get profits as well as Canadian mills. The interest of both is really the same, and, though it may appear at times to be antagonistic, we see no reason why they should not pull together with a good mutual understanding. Meantime, it is early yet to say what the effect of these higher prices will be in the retail trade.

THE STATE OF TRADE.

During the month of April the weather has been chilly, although not exceptionally cold. Still it has been cold enough to retard the expansion in lightweight goods of various kinds, and although trade has been good, it might easily in warmer weather have been better.

The same conditions, however, which we pointed out last month as likely to lead to a fine late Spring and early Summer trade continue in operation. From one or two quarters payments have been a little slow, but buying has been brisk, and the wholesale trade have nothing to complain of. In some departments, in fact, business is much ahead of the same period of last year.

With the opening of May, warm weather has come, and merchants may expect brisker business as a number of people have put off buying until forced to buy. The railway returns, the results of the banking year, the national revenue, and the prices of raw material are all of the most encouraging character. The crop prospects are good in all quarters, as we have had a moist Spring to put the ground in good condition.

We expect by the end of the present month to have still more encouraging reports from the various trade centres of the country.

EFFECTS OF CARELESSNESS.

It is well to be particular about the spelling of proper names.

"Homes & Johnson,
"Gentlemen—"

wrote a young man who was applying for a situation.

The firm was "Holmes & Johnston."

"We don't want that fellow," said the head of the firm, as he tossed the letter into the waste basket. "The young man who doesn't take the pains to spell correctly the names of the people he writes to, will be careless about more important matters."

Waists

Silk, Cotton, Flannel, Albatross and Cashmere.



THE retail trade, as a whole, have been pretty well supplied with silk and cotton waists, and, though the heavy demand for these has not yet arrived, yet the trade already done gives some indication of what we may expect during the warm Summer months, and the outlook, judged from this standpoint, is most encouraging for almost all designs that are shown. Manufacturers are still busy making shipments and filling orders in the lines that their customers are short on. Business with them has been of the best since the opening of the season, and, though during a few days of cold, wet weather there was a noticeable slackening in the orders, yet this scarcely affected the season's trade to any material extent.

* * *

While from time to time novelties are still being introduced, the trade know on what lines the demand will be heaviest throughout the season, and they are wisely confining their attention to these. The much-talked-of Gibson waist has been ordered freely by almost every dealer, and it will doubtless come up to expectations from the retailers' point of view. At any rate, the trade throughout the country show no fear of ordering in quantities for this style. This waist will reach its greatest popularity for wearing without any jacket. It has been said by those in the cloak business that the Gibson waist is not found as popular with their trade as they had been led to expect. But, though there are bound to be objections to it, as there are to every new style, from certain quarters, there is no doubt as to its success. Manufacturers are receiving repeat orders for it for all the styles shown.

* * *

Golf waists are being inquired after very freely in the popular linen color, and bid fair to become one of the season's most successful novelties. A good deal of their merit, it must be said, lies in the color. The linen shade is a most suitable one for all outing purposes, golf, boating, wheeling and camping out particularly, as it does not soil as easily as such colors as pink, white, blue, etc., which were formerly in vogue for this purpose. They are being made up in several kinds of materials, the sheer linens being a leader. The general style has short sleeves, though without the accompanying low neck. It is plainly made, with tucking, hemstitching, box pleats, etc., all being needlework, and none of the trimmings so well liked in other waists are used.

* * *

All sorts of fancy weave linens are going well, though on some lines there is a continued scarcity which causes manufacturers difficulty in procuring just what their customers want. Black organdies have also been in good demand, and they are also none too plentiful; but this is usually the case with these goods, and the trade have not been taken unawares. Cotton goods are well liked in fawn, drab, biscuit, and even tan is selling better than was expected. In fact, a good authority states that such materials are the best property a dealer can have now.

Low necks and short sleeves are shown in some of the waists, and in some localities these may be received with considerable favor. But the general impression is that this style will be only a secondary one for some time yet.

* * *

All descriptions of the softer finished silks are in good demand. Some pretty effects in black and white China silk waists are being offered to the trade which should take well. Tucking and hemstitching figure in most of them, but several are tucked alone down the front and back, and along the sides of the sleeves. The collars are usually plain, excepting for two or three lines of hemstitching. Taffeta continues to occupy a leading place. A great variety of lawn waists has been turned out by the manufacturers, and for the Summer trade they have been placed in stock in every section of the country. The trimmings in the finer grades are of the most elaborate, laces and embroideries of all suitable patterns having been used on them very freely. Albatross has been selling well right along, and is still in demand for unlined waists for the Summer season.

* * *

Shirt waist suits will be worn greatly. Many colors have been selling, but latterly the demand has been heavier on white. Albatross and pongees are very good in this trade, while, in other materials, linens and piques have sold well. Every up-to-date retailer should include a line of shirt-waist suits in his stock. The trimmings are of many kinds, lace and applique being among the most prominent.

* * *

AMERICAN SILK WAIST CO.'S FIRE.

About four o'clock in the morning of April 28, fire broke out in the American Silk Waist factory on St. James street, Montreal, and before it could be put out did damage to the extent of $10,000, the premises being considerably damaged and the goods and machinery destroyed. The loss is fully made up by insurance. No cause for the fire is known, as there was no fire whatever in the building. Wind and smoke caused a good deal of annoyance to the firemen, but they finally succeeded in getting the upper hand and prevented what might have been a very serious conflagration.

Meanwhile The American Silk Waist Manufacturing Co. have secured new premises, and will shortly be at work again in their old district near McGill street. They have secured goods from the different wholesale houses throughout the city, and this will go a long way toward filling the orders on hand. Orders for new machinery have been given to The Singer Manufacturing Co., and these are now being installed. The designers have been wired to come home from their Fall trips, and will start at work again as soon as they arrive. Thus with new machinery and new goods the company will be in even a better position than ever to fill orders. All the order copies were saved, so that they know just what each of their customers is short on, and can ship them the goods in 10 or 15 days.

* * *

NOTES OF TRADE.

Messrs. Stewart, Allan & Lemaistre have been fortunate in securing three attractive fancy weave linen goods for waists and suits for the Summer trade. The great demand for everything in the popular linen shade has resulted in an unusual scarcity of such goods. The fabrics shown here are Swiss and French weaves, and for a more expensive material, a pure Irish linen. Black organdies are not usually in very plentiful supply, and

The Largest Exclusive Waist House in Canada

PERFECT FIT



FINISH QUALITY



A LEADER

Richesse Taffeta; Buttoned in back; Front and Sleeves tucked and trimmed with insertion; New Cuff and Collar. Can be retailed at **$1.75.** Black only.

New York Silk Waist Manufacturing Co.,

40 St. Antoine Street,
MONTREAL.

DO YOU

handle our superior lines of Corsets, Bustles, Dress-Stays, Etc.? If not, we would be pleased to have you write for particulars.



BRUSH & CO., TORONTO, ONT.

Busy as Bees

Everything is humming in the *Northway* Factory—designers, modellers, operators—all busy in anticipation of Fall. We are working out some of the most charming ideas in

Fall Coats, Costumes, Separate Skirts—

all of which our salesmen are now showing.

Our growth has been rapid and continuous and forms the convincing evidence of merit that lies back of our productions.

The merchant who looks ahead will make a point of inspecting our lines for Fall early, and be assured of posting himself on the best garments that the market offers.

The Northway Garment

KEEPS ITS SHAPE.

JOHN NORTHWAY & SON, Limited, - TORONTO

MAKERS OF SHAPE-KEEPING GARMENTS

the present season is no exception; but this house have managed to get hold of some of this material, which, made up into waists, cannot be excelled. In the present year, when black or black and white is so widely used these are particularly desirable. They have made up the linen fabrics into golf waists, in several handsome designs, which the trade have received very favorably.

Anyone glancing through the American trade journals cannot fail to notice the number of waist lengtheners advertised for sale. Brophy, Cains & Co. have, perhaps, the best of the assortment—"The Anchor"—in stock at a figure so that it can be retailed for 15c. It is a small thing, but wonderfully effective, and a positive boon to the belt department.

The Brock Co., Toronto, show choice waists and blouses to retail from 50c. to $4.50 each, in fancy cambrics and muslins, white lawns, black sateens, silks, etc., all tastefully trimmed, well made, and good fitters.

The Wyld Darling Co. are offering three special lines of ladies' white dresses and white underskirts for retailing at 75c., $1 and $1.50. These prices are reasonable for this class of goods, which are all elaborately trimmed with embroidery. There has been such a big call for them as to necessitate their keeping a heavy stock on hand.

COTTON MARKETS.

SINCE our last issue the market for raw cotton has been continually rising and is now higher than in 1890, and all indications are that this will be the case throughout the Summer months. One authority predicts that July cotton will be as high as 12c. Business, however, notwithstanding the higher price, which is now 10c., has not materially decreased in volume. Orders are all on the small side, but there are so many of them that altogether they total up to a very satisfactory figure. There is a total absence of speculation among the general dry goods trade, but the cotton mills in Canada are receiving these small orders steadily and have little cause for complaint.

There has been a certain quantity of English longcloth coming out from the Old Country for ladies' wear, but the greater proportion of it is "seconds," which will not increase the popularity of the store-made garments as against the home-made article.

The Dominion and Merchants Cotton Companies have again advanced the price of duck cloth, corresponding to the rise in the raw cotton. With the present trend of the raw material, our readers may be prepared for a rise all around shortly; for it is absolutely impossible for the mills to work on the prices made while cotton was 8c. per lb., when the same article now costs 10c.

The prices of cotton towels, of pillow cottons, of denims, bleached and unbleached sheetings, have also been advanced by the mills.

A line of flannelettes and one or two lines of apron ginghams are lower.

MESSRS. SAXE ARRESTED.

David Saxe and David Levi, of M. Saxe & Sons, wholesale clothiers, Montreal, were arrested April 28, on a warrant sworn out by representatives of four of the firm's creditors, charging them with conspiracy to defraud to the extent of $30,000. They were released on $10,000 bail each, with an additional $10,000 security, or $20,000 in all, each.

BIG PURCHASE FROM A MILL.

S. Greenshields, Son & Co. have purchased the Cocheco Mills' entire stock of "Mercersilk," 12,500 pieces in all, and these are now being offered to the trade at much below the manufacturer's price. The very latest designs and choicest patterns are shown in these goods, the colorings all being guaranteed fast. It is seldom that the trade has the opportunity of buying these popular goods under such advantageous conditions; indeed, it might be said that never before has there been offered such exceptional value, and no wideawake retailer can afford to overlook it. This house also report having received a large shipment of Crum's prints, which they are now showing in all the latest styles, and most attractive and up to date patterns.

AN AUSTRALIAN OPINION OF CANADA.

From The Draper of Australasia.

The peculiar position that the United States have no national name has led to the term "American" being applied rather freely to their inhabitants and products without real justification. Our cousins in Canada, who claim that Canada is "the best part of America," feel strongly that this is inaccurate and unfair to their own country, as our correspondence has shown. It seems hardly creditable that any in Australia should be inclined to class Canada and Canadian manufactures with those of the United States, yet we are assured that this is done. The Canadians, by history and position, are more distinct from the inhabitants of the United States than are New Zealanders from those of Australia. It is true that Canada and the United States adjoin for thousands of miles. But originally the boundary was for great distances merely a geographical expression, and it was many years before population increased sufficiently to bring the two peoples much into contact. Canadian manufactures have been developed under considerable disadvantages, but have now reached the stage when in many lines an export market can be sought with advantage. Many Canadian goods reach Australia through the port of New York, and it is quite likely that readers are selling goods manufactured by their fellow-subjects in Canada under the impression that they are manufactured by our friendly rivals in the United States. We wish some fresh word could be invented so that the adjective "American" could be reserved for its proper use.

COLONIAL BLEACHING AND PRINTING CO.

The annual general meeting of the shareholders of The Colonial Bleaching and Printing Company was held at the office of the company, Montreal, April 29, being attended by Messrs. Samuel Bell, Hugh Paton, B. M. Humble, George Hogg, R. C. Racine, E. N. Holt, Charles R. Hosmer, Alphonse Racine, E. N. Heney, Geo. F. Hartt, Geo. W. Stephens, jr.; John Walker, A. W. Cochrane.

The report showed a large increase in the business over the previous year, and the future prospects of the company were considered highly satisfactory. Additions to the plant have been lately completed, which will add materially to the facilities for increased work. The president said that a proposition would be shortly placed before the shareholders, regarding the question of a cotton mill in connection with the present converting plant.

The old board of directors was reelected, viz.: Messrs. H. S. Holt, C. R. Hosmer, Frank Paul, A. Racine, George F. Hartt, E. N. Heney and W. T. Whitehead.

At a subsequent meeting of the board, Mr. H. S. Holt was elected president, and Mr. A. Racine, vice-president.

NOTICE

The American Silk Waist Mfg. Co.

323 St. James St., MONTREAL

Beg to inform their numerous patrons that the company's travellers have returned to the factory with their Spring and Summer Samples. To assist our customers who may require to repeat orders, below we give all numbers and prices from which please order:

SILK WAISTS.

500.....$3.65	537.....$5.75	575.....$2.75
501..... 3.65	538..... 7.00	576..... 5.75
502..... 3.75	539..... 6.25	577..... .....
503 ..... 4.00	540..... 4.00	578..... 6 00
504..... 4.00	541..... 4.25	579..... 3.00
505..... 4.00	542..... 4.25	580..... 3.00
506..... 2 65	543..... 2.65	581..... 5.75
507..... 2.65	545..... 4.60	582..... 5 50
508..... 3.00	547..... 5.00	583..... 3.50
509..... 4.00	548..... 3.75	584..... 3.10
510..... 3.00	549..... 5.00	585..... 2.50
511..... 4.00	550..... 5.25	586..... 3.00
512..... 3.75	551..... 5.25	587..... .....
513..... 3.75	552..... 6.50	588..... 4.25
514..... 4.00	553..... 5.35	589..... 3.60
515..... 2.50	554..... 5.75	590..... 3.25
516..... 6 00	555..... 7.00	591..... 5.25
517..... 3.75	556..... 7.75	592..... 5.25
518..... 3.85	558..... 4.50	593..... 5.00
519..... 6.00	559..... 9 50	594..... 3.75
520..... 3.60	560..... 5.00	595..... 3.75
521..... 4.00	561..... 9.50	596..... 4 00
522..... 4.00	562..... 4.50	597..... 3.00
523..... 6.50	563..... 5.00	598..... 2.50
524..... 3.25	564..... 5.00	599..... 3.50
525..... 7.50	565..... 2.75	600..... 4.00
526..... 4.50	566..... 2.60	601..... 3.65
527..... 7.75	567..... 3.75	602..... 5.75
528..... 9.00	568..... 3.75	603..... 5.25
529..... 3.40	569..... 3.00	604..... 6.00
530..... 6.00	544..... 2.85	605..... 2.25
531..... 6.00	570..... 3.50	606..... 5.50
532..... 5.25	571..... 3.75	..... 5.50
533..... 5.25	572.....	..... 3.60
534..... 5.50	573.....	..... 3.35
535..... 5.00	574..... 3 50	..... 2.50
536..... 6.75		

ALBATROSS WAISTS.

1.....$2.25	18.....$2.75	32.....$1.35
2..... 2.35	19..... 2.75	33..... 1.85
3..... 2.15	20..... 2.75	34..... 2 35
5..... 2.75	21..... 3.00	35..... 1.85
7..... 2.60	22..... 2.25	36 doz 10.00
8..... 2.75	23..... 2.60	37..... 3.50
9..... 2.35	24..... 2 85	38..... 2.25
10..... 2.30	25..... 3.25	39..... 2.25
12..... 2.65	26.....	40..... 3.30
13..... 2.50	27..... 3.00	41..... 2.95
14..... 2.50	28..... 2.25	42..... 2.50
15..... 2.50	29..... 2.20	43..... .....
16..... 1.90	30..... 3.50	44..... 3.75
17..... 2.65	31..... 2 35	45..... 4.00

SATEEN WAISTS.

400....$14.00	406... $	411....$13.50
401.... 14.00	407....	412.... 9.75
402.... 9.75	408.... 14.00	413.... .....
403.... 10.50	409.... 15.00	414.... .....
404.... 13.50	410....	415.... .....
405.... 12.00		

SILK TOP SKIRTS.

922....$ 8.75	908....$11.25	915... $ 9.50
900.... 35.00	909.... 14.75	916.... 17.00
901.... 35 00	910.... 16.00	917.... 11.00
902.... 27.00	911.... 21.50	918.... 30.00
903.... 10.75	912.... 14.50	919.... .....
904.... 12.25	912x.. 9.50	920.... 10.50
906.... 17.25	913.... 9.50	921.... 18.00
907.... 20.00	914.... 8.25	

SILK UNDERSKIRTS.

750.....$5.75	754.....$7.25	758.....$5.75
751..... 4.75	755..... 7.75	759..... 7.75
752..... 5 00	756..... 4 00	760..... 8.00
753..... 7.25	757..... 5.75	761..... 7.25

Ten per cent. on for colors.

SKIRTS.

923..... $7.00

SATEEN UNDERSKIRTS.

700.....$1 85	704.....$1.95	708.....$1.85
701..... 2.25	705..... 2.50	709..... 1.25
702..... 2.50	706..... 2.40	710..... 3.50
703..... 2 90	707..... 2.50	711..... 2.40

EATONS.

800.....$5.75	809.....$7.00
801..... 5 00	810..... 8 00
802..... 9 25	811..... 5.25
803..... 6.00	812..... 6.00
804..... 7.50	813..... 4.75
805.... 12.50	814..... 5 50
806 .....12 00	815..... 7.00
807..... 7.00	816..... 5.75
808..... 5.00	



The "CHAMPION," 500 lots, $2.55

Good Quality Taffeta. Lined throughout.

Ladies' Neckwear.

THERE are innumerable novelties in ladies' neckwear, and the wholesale houses are continually receiving some new designs, either wholly original, or based upon a former popular article. Ruffs are in as good demand as ever, especially popular are the black designs. The combination bow and derby has proved a successful tie for ladies' wear, and is shown in many designs and colors for the Summer trade. Among the new shades is the "Coronation" red, which has been more or less successful with the popular trade. Lace collars of all descriptions are in very good demand. The tendency is to broader effects than usual, and some handsome lace collars reach almost half way down the waist and over the shoulders. This is rather an exaggerated width, however, and such will not make up the bulk of the trade; but the fact that such collars are shown is evidence of the trend of fashion toward these large effects. Black and white are both taken.

RETURNED MAY 16 1902



(Shown by E. & S. CURRIE) — A very sightly tie to retail at 25 cents.

Collar, cuff and belt sets have continued to go well. There is a large variety of shades and designs in these goods. Among the most attractive are embroidered goods, the cuffs being embroidered in the same style as the collar.

Stocks of all kinds are moving out well, and the season will, no doubt, be a great one for almost every design that may be brought out. A good many of the styles selling are very little different from those worn by men, but, as a rule, the woman's stock is more fancifully made. Of course, the washable materials are the best thing for stocks, but a good assortment of such articles should include some of the finer styles in silk, many handsome designs in which are shown. The colors in these latter are very striking, but are not looked down upon as too loud, for in such articles bright, strong colors are attractive and are wanted by all wearers. In plain shades in silk stocks there is a greater predominance of the higher tints, pinks, nile greens, light blues, etc.

Among the scarves which are in active demand several varieties of the blue and white polka dot patterns are now selling rapidly. This pattern is one which in men's neckwear is always in demand, and an increase in the business in such ties usually takes place whenever there is doubt what to wear, as is the case at present. Whether their popularity in men's ties has had anything to do with the present large demand for blue and white polka dots in ladies' neckwear is an unanswerable question; but the retailer needs only to know that there is such a demand, whatever the cause. He can be trusted to do the rest. These scarves are usually tied in the form of Ascots, though they are also made up like flowing ends or in any other shape that the fancy and ingenuity of the wearer evolves.

There can be no doubt of a big trade this year in both the 25c. and 50c. goods, as the demand is well distributed for lines from $2.25 per dozen up to $9 per dozen, while lines at about $6 per dozen show a good demand. Silk goods are selling freely still, although when the trade in fancy cotton goods begins the sale of silk ties may be expected to fall off. The new cotton goods range from Swiss embroidered Windsors to outing stocks, and the latter promise to be strongly in vogue. The colors predominating are pink, sky and tan, the latter being a new shade, which promises to be very popular.

One manufacturer, E. & S. Currie, report most favorably on the activity of trade, and report more orders at present for cotton stuff than they had in hand last year by June 1.

Ladies' belts, in pique and duck, are coming into demand, and very superior lines in these are shown for 50c. retailing. Messrs. Currie are showing a washable pique belt with a gilt detachable harness buckle. This is a leader at 25c., and will be found illustrated on another page.

A local paper in Ontario recently made quite an important incident out of a woollen mill in their locality extending its buildings. In the face of the general condition of the woollen business, this certainly looked curious. But it was afterwards found out that the new building being put up was a storehouse to hold the goods they could not sell.

The W. R. Brock Co., Toronto, have just passed into stock a well-selected assortment of lace collars in cream, white and arab shades to retail from 25c. to $1 each—the very latest novelty in the market and much in demand. Also some new effects in plauen laces and insertions for dress trimmings in cream, arab and black, together with black appliques in a large variety of patterns and prices.

A curious thing happened in Vancouver a while ago, which says a good deal for the goods of a certain mill in Canada. A case of mercerized sateens was shipped to a large Vancouver house via the C.P.R. from Valleyfield. As is well known, the freight rates are higher for silk than for cotton and other goods. All trans-continental railway companies have inspectors who examine the goods much in the same way as the Customs officers do. The inspector in Vancouver claimed that a particular case from Valleyfield was silk goods, and it took nearly four days to make him understand what they really were.



Just a few of the numerous varieties of
Ladies' Summer Neckwear shown by

E. & S. Currie, Toronto.

CARPETS, CURTAINS AND WALL PAPERS

Canadian Conditions Satisfactory.

THE Canadian carpet trade is in a most healthy state. The large importers declare that they have been as busy up to May 1 as they ever were, and everything sells well in large quantities. A very noticeable feature is that the very cheap goods are being replaced by the dearer goods. "We sell," said one firm, "a great deal more stuff at a dollar a yard than at 25c."

There is a big movement in two-yard and four-yard linoleums, as also in all widths of oilcloths. It is quite noticeable as a feature of this season that repeats have already begun to arrive in the city wholesale houses from out-of-town retailers, which is surprising in the carpet trade so early in the season.

Floor squares and hearth rugs, in Axminster, Wiltons, Smyrnas and jute sell rapidly, but they do not seem to interfere at all with the piece goods trade.

In lace curtains, curtain muslins and Swiss curtains trade is very fair, and promises to continue favorably to the end of the season.

Reports from the United States.

Says The New York Carpet Trade Review: "The mills are still busy full time and with full force to meet the continued demand for goods, a call which extends to every description of floor coverings. It is no exaggeration to say that, as regards the quantity of goods sold, this season is record breaking. In our last issue we referred to the probability that the Fall season would open at least a fortnight later than it did last Spring, and the leading interests seem to be in agreement now on this point. There is no doubt that the retail trade would prefer that the season should open as late as June 1. Last year it began May 6, an extremely inconvenient time for every dealer who desired to visit the market, for he was obliged to leave his store at the very time when business was most active. The Spring retail trade has begun well in the West and promises to develop into remarkable volume. The fact that the large area of territory West and South, which last year at this time was suffering from drought, has recently been enjoying heavy rains, is another very favorable feature of the trade situation, for it makes probable—although, of course, not certain—a good corn crop where last year there was a poor one."

Says The Philadelphia Carpet and Upholstery Journal: "The trade has been apprised the past month by several Philadelphia manufacturers of an advance of 2½c. in ingrain values and it seems probable that additional announcements of this character will be sent out during the coming month. This move has been brought about largely by the fact that ingrain yarns have advanced from three to four cents a pound over what they were sold for at the opening of the season last Fall. All classes of raw materials are being held very firm at the present time, and it would, of course, be impossible to sell carpets again for Fall on the same basis that they were sold for Spring, if the conditions mentioned continue.

"Up to this writing, little or no time has been spent by any of the manufacturers in the preparation of their Fall lines. Some of them talk now as though such preparation was a very remote possibility. The makers, generally, state that they have been so busy trying to catch up with their orders that they have not had time to give to the selection of new designs. As a consequence of this, it is probable that there will be few, if any novelty weaves shown for Fall, especially in 1-1 and 3-4 goods.

"The upholstery mills, so far as work and orders are concerned, are in about the same shape as their carpet brethren. It is true that they are all regretful of the close margins on which their season's product has been disposed of, but the chances of net profits are, of course, greater with a large product than a small one.

"It is likely that very few lines either of carpets or upholstery goods will be shown before early in May, and possibly not as early as that."

Queer Floor Covering.

One of the most curious substances that has been used for weaving carpets is peat. At an exhibition in Vienna one of the buildings was completely furnished from top to bottom with the products of peat. The carpet on the floors, the curtains at the windows, and the coverings on the walls, were all made of this peculiar substance. Experiments tend to prove that, while the properties of weeds and grasses that constitute peat are somewhat altered by decomposition, the fibre still remains intact, and possesses great toughness and duration. Peat is also, to a certain extent, elastic, non-combustible, and a non-conductor of heat.

Peat has been made use of in Ireland in very much the same manner as described above, and with some degree of success.

A new process of producing floor-coverings from wood has recently been employed. The first step was to reduce the wood to a flour, then to the consistence of pulp, and then to press it between rollers which forced out all moisture and removed all lumps from it. This was then mixed with oil and rolled into sheets, which were then ornamented by printing designs upon the surface. A coat of shellac or varnish was added to give a smooth surface, impervious to water.

In Full Operation Again.

We are pleased to report that the entire plant of The Menzie Manufacturing Company, Limited, is again in full operation, and has been enlarged and improved in every appointment. The latest designs of art furniture, poles and window-shade machinery has been installed, and the concentration of their offices and warehouse at Nos. 61 and 63 West Front street will be appreciated by their customers generally. The promptness with which this firm have overcome one of the most disastrous fires of the city is commendable.

Carpet Sweepers in Car Loads.

A carload shipment of "Roller-Bearing" carpet sweepers was recently made by The National Sweeper Company, of Marion, Indiana, to one of their London, Eng., customers, and goes to show the wonderful progress being made by this company.

It is quite a common thing for furniture to be shipped in carload lots, but rarely, if ever, are carpet sweepers shipped in such quantities to one customer, and The National Sweeper Company are certainly deserving of great

GEO. H. HEES, W. R. HEES, STEPHEN HAAS,

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

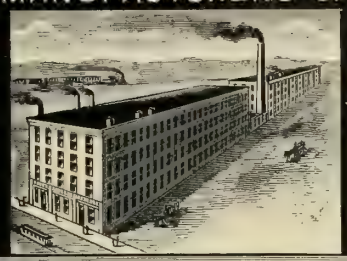
CANADA BEING A WOODED COUNTRY

WE HAVE SPECIAL OFFERINGS OF

WOOD CURTAIN POLES AND WOOD TRIMMINGS

Splendid Finish, Handsome Patterns and Low Prices.

TRY US





OPAQUE SHADE CLOTH.

CURTAINS, DRAPERIES, FURNITURE COVERINGS, UPHOLSTERY GOODS, LACE CURTAINS Etc.



OFFICE: 71 BAY ST

OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

OFFICE TEL. 2056
FACTORY TEL. 4299
CABLE ADDRESS:
"HEES" TORONTO.



HEAD OFFICE: TORONTO, CANADA.

We manufacture everything in the line of

WINDOW SHADES

and sell them at a price that affords the retailer LARGE PROFITS.

ONE HUNDRED THOUSAND PAIRS OF

LACE CURTAINS

on hand to select from. Travellers are now on the road with Samples of all our goods.

N.B.—Our new Mercerized Curtains and Coverings are beautiful in design, and have the appearance of silk finished goods, and are sold cheaper than foreign make.

Nothing ever came from looms that is more popular than our new Derby Table Cover; all sizes, all the jobbers are selling it. Ask them to show it to you.

UPHOLSTERY GOODS.

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash Curtains and Nets, Brass and Wood Poles and Trimmings, Stair Plates, Drapery Pins, Etc.

Our new Illustrated Catalogue just out. Send Post Card and get one by Mail.

N.B.—We have imported a large assortment of Silks for Wall Coverings. For fine work on drawing rooms, etc., Silk is taking the place of Wall Paper.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

If you are doing business in the vicinity of Montreal, call at our warehouse, No. 20 St. Helen Street.

GEO. H. HEES, SON & CO., Head Office, TORONTO.

credit for the progressive manner in which they are going after and getting business.

We are informed that the business of this company is still growing at a great rate and that there has been no let up in the increase since the day they turned the first wheel in their factory, they being obliged to double their capacity twice during the past year in order to take care of their growing trade.

It has been but a short time since this company entered the foreign markets, and they are now making large shipments to Great Britain, Germany, Holland, France, and in fact to all the foreign countries where carpet sweepers are at all used.

The new steel handle ferrule recently added to the line of improvements made by this company is meeting with well-deserved favor.

The English Carpet Trade.

Kidderminster advices to The Textile Mercury say: "The brighter weather, with London growing busier, has helped the carpet trade, and most manufacturers have enough to do. More orders are coming in, many of them of a special nature, and deliveries are more urgently wanted. The yarn trade is undoubtedly better, but this refers more to the spinners of fine counts than to the Kidderminster trade. The local mills are better employed, and with a brighter outlook, but production could still be increased, and there is no quotable advance in prices."

New Machinery.

It is stated that the tentering machine installed by The Menzie Manufacturing Company in their new factories for the manufacture of their machine shade cloth is the largest in America, being 107 feet 6 inches in length, and weighing complete nearly 25 tons. It is driven by a pair of beautiful automatic engines, and is operated altogether separate from the rest of the plant. It will have a capacity of 10,000 yards of shade cloth per day. This immense machine was manufactured by The Granger Foundry and Machine Company, of Providence, R.I., in the remarkably short time of three weeks. The Menzie Manufacturing Company, Limited, have also reinstalled in their new factories a complete new drapery pin plant. These machines were built by The American Pin Company, Waterbury, Conn., and placed in position in their factories upon the 14th, being a remarkably quick delivery of such complicated machinery. Many will remember the beautiful little machines which were operated by The Menzie Company, Limited, at the Industrial Exhibition a few years ago, which these will replace. The "Ideal" engine installed by The Menzie Manufacturing Company, Limited, in their new factories made its first revolution on the 14th and is certainly a credit to both the owners and builders, who were the Messrs. Goldie, McCullough Co., Limited, of Galt.

Canadian Trade Notes.

S. Greenshields, Son & Co. report their carpet department complete in all lines. They show some special values in tapestry and lace curtains in this department. A new lot of floor mats, in jute and velvet, is meeting with large sales, and they are also doing well in Axminster squares, in several sizes, in which some very pretty designs, in all colors are shown. The travellers are now out with the Fall range of goods, which is most complete.

The carpet department in John Macdonald & Co.'s show four lines of straw mattings in heavy China goods. The stock is limited. There are also an 8.4 and 10.4 tapestry cover at a low price, and two new lines of Axminster mats to retail at $1.25 and $1.50. About 150 pieces of a clearing line of tapestry carpets at medium prices is an inducement to dealers this month. A special line of Brussels carpet, with border to match, will retail at $1.

THE STORY OF A BIG CHICAGO FIRM.

CANADIAN merchants who have heard a good deal of the firm of Marshall Field & Co., of Chicago, may not know that its business is of a three-fold character—retail, wholesale, and manufacturing. The firm control factories in all parts of the world, notable glove industries in Paris and rug and other industries in the Far East. Their wholesale business spreads over the entire United States, being partly handled by a branch house in New York City. Their retail establishment has been growin steadily during the past 20 years.

Very little of what is called "argument" is used in any of the firm's advertisements. It is the intention that customers shall be surprised when they visit the store. "Increase the prestige" is the policy. Every effort is made to give truthful ideas and descriptions of goods, by pictures and matter, at whatever the cost of the very best may be, but beyond that the advertising is seldom permitted to go. A fire shovel description may be eminently well written and wholly "literary," even pleasing enough to attract attention and incite comment, but Marshall Fiel & Co. believe that the plain fire shovel, put out for inspection with the simple inscription, "Fire shovels, 25 cents," tells the most eloquent advertising story.

The high name of Marshall Field & Co. has worked against the firm in certain quarters in Chicago, where people of modest means have fallen into the belief that the establishment caters only to the wealthy. Much attention has lately been given to dispelling this illusion and to showing these classes that prices for goods of equal quality are not greater than at any other store. The firm have secured thoroughly classified lists of all the people in the city and its suburbs, and know how to reach certain numbers of heads of families, of mothers, of homes where there are school children and of persons of either sex of certain means, and so on.

ENGLISH COTTON MEN AT FALL RIVER.

G. P. Holden, D. J. Shackleton, J. M. Gray and A. M. Young, members of the Northeast Lancashire Cotton Spinning and Manufacturers' Association of England, were in Fall River, Mass., as guests of the Cotton Manufacturers' Association. President N. B. Borden and Secretary Clarence M. Hathaway accompanied them on visits to mills and later entertained them at lunch, where Hon. John S. Brayton, Fred. E. Waterman, W. Frank Shove and other men prominent in manufacturing met and conversed wi them. Two of the men in conversation said they were astonished at the size and capacity of The Iron Work Mills, through which they went during the forenoon. They sai l the sanitation, ventilation and driving power of the mills were superior to anything they had ever seen. They went into the great No. 4 spinning room in the plant, where 82,000 ring spindles are in operation, and all admitted, that in their opinion, it was the greatest spinning room in the world, all things considered.

The steadiness of the driving power attracted them quite as much as the exceptional atmospheric conditions they observed. They said their conception of what an American mill was was so different from what they saw in the first mill into which they stepped that they felt free to say that American working people's working conditions were better than in their own country. President Borden said the Iron Works were among the newer mills, to which one of them replied: "Well, we have new mills in our own country, too."

Menzie Mfg. Co., Limited

Window Shades,
Curtain Poles,
Brass Goods,
Art Furniture,
Grilles, etc.

We beg to advise our customers and the trade generally that **our Factories are again rebuilt,** and are **larger and better equipped than ever,** and that we are now in a **position to execute all orders much more promptly** than heretofore.

Orders given to our Travellers or sent in by mail will be fully appreciated. Estimates cheerfully given and correspondence solicited.

Note our New Address:

61-63 West Front St.

We have taken advantage of opportunity afforded by our recent fire to procure larger and more suitable premises.

Here we have Office, Salesrooms, Warehouse and Shipping Room all in one building, convenient to the Union Station and near the freight sheds. Being so situated is a distinct advantage, as shipments can be made either by express or freight with greater despatch.

Send us your special size shade orders—we never had such good facilities for executing them promptly.

We commenced to manufacture again just fourteen days after the fire, and now have all Departments in full running order.

MENZIE MFG. CO., Limited,
TORONTO, CANADA.

Offices and Warehouse,
61-63 West Front St.,
Factories—King St. Subway.

A FEW GOOD FEATURES



of actual merit, features that accomplish all that is claimed for them, are of far more value than several antiquated, useless points that fall short. Each and every one of the special features of our line do all we claim and more.

NATIONAL "ROLLER BEARING"
CARPET SWEEPERS

are fitted with our dust proof "Roller Bearings" and are at least fifty per cent. (50%) easier running than any other Sweeper manufactured. Our new Steel Handle Ferrule is an absolute protection against broken or worn out threads. If you want to get in right, a postal will do.

NATIONAL SWEEPER COMPANY,
Marion, Indiana.

Canadian Sales Agents:
The P. R. Cumming Mfg. Co., Limited, Toronto, Canada.

W. TAYLOR BAILEY



Upholstery Supplies, Drapery Fabrics and Brass Goods,

MANUFACTURER OF .....

Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

The
WATSON FOSTER CO.
LIMITED
MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

A CONSIDERATION
OF IMPORTANCE

TO THE DEALER.

THERE MUST BE MANY OF OUR SUCCESSFUL COLORINGS IN YOUR STOCK NOW REDUCED TO A FEW ROLLS.

BEFORE THEY DISAPPEAR FROM PRINT WOULD IT NOT BE WISE TO SORT UP SOME —WHILE WE HAVE THE ABILITY TO SUPPLY, AND. REMEMBERING THAT SEVERAL MONTHS WILL ELAPSE BEFORE ANY NEW GOODS CAN BE OBTAINED?

—OR—

IF YOU DESIRE ADVERTISING SUGGESTIONS AND MATERIAL WE WILL PLACE OUR BEST EFFORTS AT YOUR SERVICE.

May 1902

Burmese Linen Ledger.

In all your blank books see that you use "Burmese Linen Ledger"—a paper possessed of remarkable strength—hard but smooth writing surface — very durable. In all books where records must be preserved you act the part of wisdom in having them made of this paper.

CANADA PAPER CO. Limited
TORONTO and MONTREAL.

DYEING
DRY GOODS AND MILLINERY

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

BRITISH AMERICAN DYEING CO.
Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.
Principal Offices—215 McGill St., Montreal. 123 Bank St., Ottawa
158½ King St. West, Toronto. 47 John St., Quebec.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings; $40 per thousand, payable in advance: but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,
232 McGill Street, MONTREAL. 10 Front St. East, TORONTO.





The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

Publishing Offices :
Melbourne, Fink's Buildings.
Sydney, Post Office Chambers.
American Offices :
New York, Park Row Building.
British Offices :
London, 42 Cannon St , E.C.

Specimen Copies free on application.

HARRIS & COMPANY

Limited.

Rockwood - Ontario

Suitings, Homespuns, Friezes, Venetians

These goods are all pure wool, free from adulteration, and carefully manufactured by experienced workers. Popular goods to sell at popular prices.

Sole Selling Agents :

DIGNUM & MONYPENNY

Toronto and Montreal

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS
AND
TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

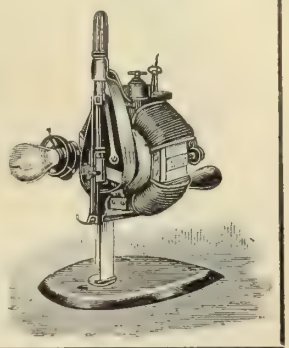
Selling Agent

W. B. STEWART
27 Front Street West, TORONTO

The Essential Requirements of a good Cutting Machine are :

Accuracy, Speed,
Durability, Safety,
Portability, Economy.

These qualities are possessed by the **Eastman Electric Cloth Cutting Machine.**



EASTMAN MACHINE CO.
247 Yonge St., TORONTO.

THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

—MADE IN CANADA—
—Oil Cloths—

Be Patriotic, and at same time get best value, by purchasing Canadian-made Oil Cloths.

WE SHOW SELECT AND UP-TO-DATE PATTERNS in

Floor Oil Cloth—3 qualities—$^4/_4$ to $^{10}/_4$ wide.
Canvas and Painted Back Stair Cloth
Mats or rugs—All sizes.

Table Oil Cloth.
Cotton and Duck Back
Enamelled Stair Cloth.

Enamelled Muslins, Drills and Ducks.

The attention of dealers is called to the advantage of handling Canadian-made goods. It is worth money to get your orders and repeats filled promptly.

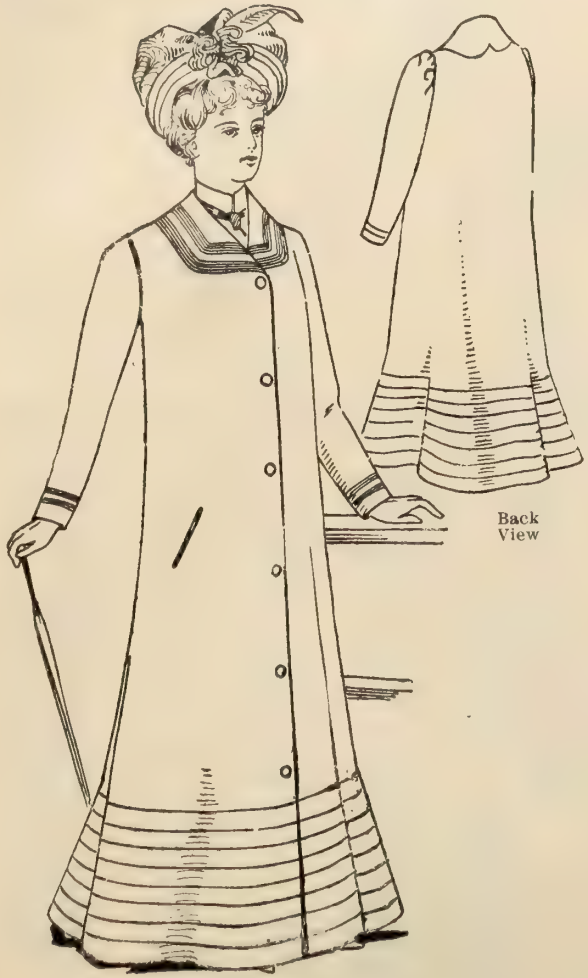
We have large producing facilities and give satisfactory deliveries.

The Dominion Oil Cloth Co., Limited, Montreal

. . . ESTABLISHED 1889 . . .

The Montreal Waterproof Clothing Co.

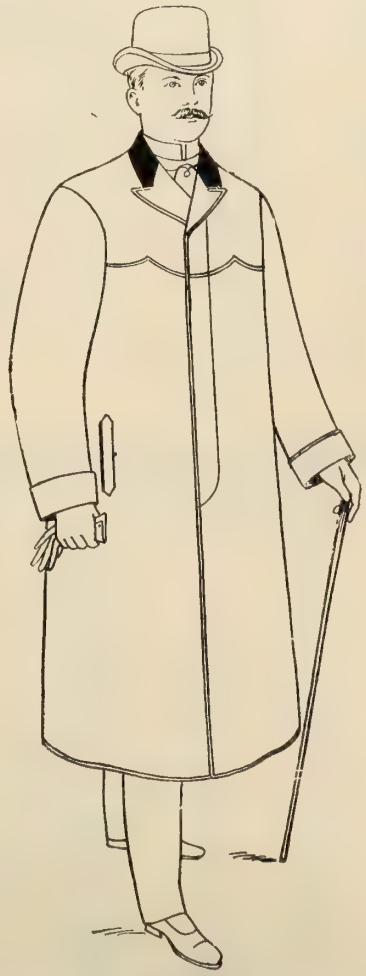
1873 Notre Dame St., MONTREAL.



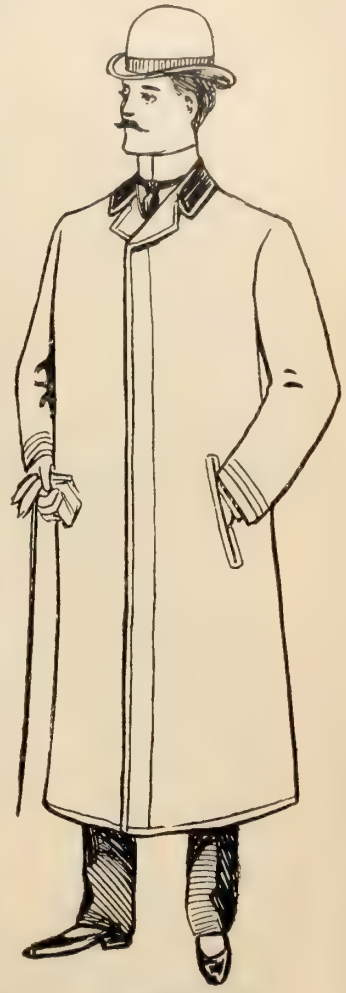
"Duchess,"
Style No. 434.



"D.B. Princess,"
Also made in S.B.



"Kitchener,"
The latest style in London, Eng.



"Chesterfield,"
With Raglanette Pockets.

Write us for a copy our new Spring Catalogue, now ready. It will show you all the latest styles as worn in Canada and the United States, London and Paris. It is the "Buyer's Guide" for Waterproof and Rainproof Coats.



Collars and Shirts.

COLLARS of all sorts are selling well now. The business done this year will probably amount to an unusually large one, as for the Summer trade considerably lower shapes will be worn than are taken now, and consumers will have to get themselves an entirely new supply if they are to follow the fashion; while for Fall higher collars will be worn again. Should enterprising manufacturers bring out new shapes in the collars for Fall or Winter, or make any material alterations in those now in vogue, it will be a good thing for the trade. Otherwise the consumer will wear the collar he buys now, which will have been very little worn, and thus make a slower Fall season than under different circumstances. The best selling collar for Summer will be somewhere about two inches in height. As high as 2¾ inches and as low as 1½ inches are shown.

The High Turn-Down Still to the Fore.

In spite of many statements to the contrary, the high-class trade has turned a cold shoulder on the high turn-down collar for the present. The most dressy men are demanding the wing or straight standing collar in place of it. But for the average man the high turn-down is still the leader, and it will doubtless be so throughout the Summer season. The finer trade are pretty certain to go back to it also for the Summer, though much lower shapes will be worn. Both round and square corners are going well, there being apparently no preference.

Straight standing collars sell rapidly, and will be in good demand until warmer weather recalls the fold collar. In these, too, both round and square corners are taken. The retail trade report a better demand for the former lately, but this is only incidental, and not to be taken as any indication of the trend of the fashion.

Features of the Wing Collar.

It seems that the wing collar and the ordinary individual cannot agree. It is hard to say where the blame lies. The ordinary individual doubtless has his reasons, and the wing collar doubtless its faults; but it is strange that there should be any objection to this most comfortable collar, especially when it is offered in the attractive shapes which now prevail. The popularity of the fold collar is the reason; but this is not as handy or easy a collar as the wing. It cannot be worn as easily with all shapes and styles of ties as the wing collar, it is no more comfortable and it presents no better appearance But the ordinary individual insists on having it, and in a free country he must be given his way.

But to the most fashionable man the wing collar has no objectionable qualities, and he takes it in square and round cornered wings, small wings always, unless he is English, when sometimes he takes the largest wings he can get.

Colored Shirts in Steady Favor.

Manufacturers and jobbers of shirts are having their hands full shipping their goods promptly enough to suit buyers. Everybody wants his goods right away, to show them, if not to sell them, though the commencement of wearing soft shirts may be rather earlier this season than usual.

Colored stiff-front shirts are now being retailed in quantities. The public wants its colored shirt all the time, but more particularly when the sun shines strongly enough to give some hint of what he intends to do to us in the Summer. A very great variety in striped designs is shown, and all are more or less pronounced. At least, the narrow, quiet stripes are much less seen than wide stripes or groups. Besides the ever-popular blue, reds, purples, dark greens and tans are shown, the last mentioned, however, in very limited quantities. Figures and spots in stiff bosom shirts are not in great demand for present wear, but will doubtless be better later in the season. They go best to the fine trade.

Coming Rush for Negligee Shirts.

Every dealer is making displays of his negligee shirts, and there is a certain demand for them already. But the rush is to come, and negligee shirts are perhaps the most important

article that the dealer in men's goods can fix his attention upon for the Summer trade.

Solid colors are shown a good deal, and are selling well. But the dressy man will prefer a pattern. In plain colors, reds, blues and nile green are shown. The red, or ox-blood, is not in as good demand as last season.

To patterns in negligees there is almost no limit. Plain stripes are still in the greatest variety, but figured stripes and figures and stripes will likely have something to do with lessening the demand for the regular stripe patterns. These are designs that will take better for the midsummer trade, but there is no doubt as to their success. Dealers all over the country have placed good orders for these shirts.

The pleated white shirt grows daily in the favor of the trade. There is nothing in soft shirts for Summer more attractive than these, though the price, from $2 up, will limit their sale to an extent. Among the designs shown in the pleated shirt is a small polka dot, which is very well liked.

The impression is gaining ground that during the coming Fall and Winter seasons there will be more wearing of negligee shirts than usual. A good many people already wear negligees at all seasons of the year, and their numbers increase as the comfort of soft shirts is recognized. The pleated white shirts are among those that are likely to be most popular, the pleated front being stiffer than the ordinary negligee bosom, and being more suitable for wearing under a waistcoat. Stripes are shown in the usual designs, and a few new figured patterns appear. A new grey color is expected to be popular.

Men's Shirt Waists

Men's shirt waists are in good demand when there is nothing freakish about them. They will certainly be a feature of the Summer trade that must be taken into account.

* * *

Neckwear.

THE warm weather of the past month has made a big change in the class of neckwear demanded. Foulards in all patterns were most affected by this, and they are now much asked for. The blue and white polka-dot patterns are in particularly good demand in derbies. All sorts of washable ties go well. These are in striped patterns, in light colors, as a rule.

The popularity of tubular ties was not of long duration last year, but they have appeared again, and an excellent demand is reported for them. For wearing with the high turn-down collar these ties have not had their equal. Being reversible makes them all the more desirable. The patterns have not changed materially since they were on the market before, and the vertical stripes still prevail.

The Derby and Other Ties.

The narrow derby is in good demand with the best trade, and as the season advances the sales of this tie increase. In the popular trade the combination bow and derby sells well. Other combinations, bow and Ascot, and bow and flowing-end, were put before the trade, but met with no very favorable reception.

Batwings are shown in larger shapes for the coming season. The demand for Ascots and other large ties has dropped off greatly with the disappearance of cold weather, and we may wait till Fall for them again.

A new color, called (of course) the "Coronation" shade, has appeared, and to a certain class will sell. This is a red shade, to which no descriptive name has yet been found. It is very loud, is made up into the combination bow and derby, is intended for both men and women, and can be handled successfully by dealers who do not sell to a very fastidious class of customers.

The Hunting Stock in Vogue.

But the hunting stock requires every dealer's attention. It is already in demand, and is being worn by a few people. In the Summer the stock will be worn by a great many people of both sexes, not only for outing or golfing, but on the street. There is a splendid assortment shown by the largest houses, larger than ever shown before. They are made up in many materials and at a great range of prices, the choicest patterns being in ties for 50c. retailing.

Figures, checks and stripes are shown in the patterns. Stripes are in the best demand. In the cheaper grades it has been customary to make them up into Ascots, but for the coming Summer the ends are in four-in-hands and bows.

White necks and colored ends are very prominent, though plain colors are also offered and sell well.

* * *

Umbrellas.

FOR umbrellas there is still a fair demand, including the automatically opening and closing varieties. The latter, however, are in better demand in early Spring or during the Fall rainy season. Many handsome and novel handles are being shown. While there is, as a rule, a particularly good demand for some one style of handle, nevertheless, whatever is attractive is selling, whether it be the alleged fashion of the season or not. At present boxwood crooks are selling very well, plain and with different mountings. Snakewood is also well liked. In a better class of goods there is a variety of designs in horn handles, ornamented with oxydized silver or gold. This is a very handsome line and should be a good one for the best trade to take.

How to Roll Up an Umbrella.

The following clipping from an American exchange will be found interesting: "How many men know how to roll an umbrella so that it will look as neat and compact as when it leaves the store? Nearly every one who rolls an umbrella takes hold of it by the handle and keeps twisting the stick with one hand and folds and rolls with the other hand. The proper way is to take hold of the umbrella just above the points of the cover ribs; these points naturally are even around the stick. Keep hold of these, pressing them closely against the stick, and then roll up the cover. Holding the ribs prevents them from getting either twisted out of place or bent out of shape. Then the silk will fold evenly and roll smooth and as close as the first time unfolded."

* * *

Gloves.

A BUSY place was the glove counter during the Easter season, and the trade, generally, report a splendid business. There is still a fair demand on the part of consumers, but the active period is over, and the trade has settled down until the demand for gloves for Fall wear commences.

Everything indicates a good demand for mocha gloves again for Fall. These have taken hold of the popular fancy, and deserve their success as much for their serviceable quali-

CAULFEILD, HENDERSON & BURNS

17 and 19 Front St. West, TORONTO.

C. H. & B. Athletic Goods

OUR SPRING STOCK OF SPORTING AND ATHLETIC GOODS IS COMPLETE, INCLUDING:

CASHMERE JERSEYS AND NICKERS, in colors: Navy, Cardinal, Black, Green, Royal and Sky.

COTTON JERSEYS, in plain Navy, Black, and White. Cotton Jerseys, in plain White, with Cardinal, Royal, Navy and Black tippings on neck and sleeves. All the above are made with ¼ sleeve.

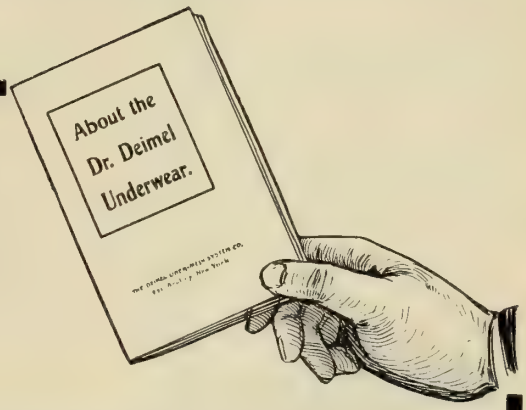
BATHING TRUNKS. Combination suits and two-piece suits, with full range of sizes. Colors Light Grounds, with Assorted Stripes; Navy Grounds with White and Red Stripes.

BASEBALL SUITS a specialty. Write for description and prices.

NECKWEAR. Our Ring Ties, the "King" and "Chamberlain," a decided novelty, are all the rage. Send for sample dozens and be convinced. They sell at first sight.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

A Little Light on the Subject of Underwear.





Send for our booklet, which tells all about

The Dr. Deimel Underwear.

The booklet is free; when you've finished reading it you'll know more about underwear than you did before.

It's convinced scores of good stores that they ought to sell our goods—it's convinced hundreds of persons that they ought to wear them.

Would you be interested in sample garments and our trade price list?

THE DEIMEL LINEN-MESH CO.

2202 St. Catherine St.,

LONDON, E.C., ENGLAND, 10-12 Bread St.

MONTREAL, CANADA.



This Label on the Genuine.

ties as for their handsome appearance. The scarcity of mocha skins is reported to be somewhat relieved, and, it is stated, that these gloves can be procured at a lower figure for Fall.

Knit Gloves Again Seen.

Knit gloves for Fall and Winter trade are being shown in several new and attractive designs. Scotch plaids are prominent, and a variety of check designs is shown, comprising every size from the smallest checks to some about ½-inch square. Broad checked stripes running across the glove are among the newcomers.

In several lines the patterns on wrist and fingers are different to that on the body of the glove. The wrists are frequently striped while the rest of the glove is patterned in checks or figures, the colors, however, being the same throughout. There is a tendency in the latest designs to get away from the neat effects that were so well liked during the past Winter.

* * *

Underwear.

WITH the retail trade the business doing in underwear is not of the greatest at this period of the year. It is between seasons, so to speak, the public having made their purchases of their necessary undergarments for Spring, while the demand for the lightest fabrics for Summer wear has not yet commenced The Spring trade has been quite satifactory, and present indications point to a lively Summer trade.

Linen-mesh underwear is likely to be in even better demand during the coming season than it has been in the past. This class of underclothing is, without a doubt, one of the most satisfactory for hot weather, giving a freedom and coolness unsurpassed by any other material. The majority of sales in linen-mesh underwear run on the natural color; but the increasing demand, placing the goods into more and more hands, will naturally tend to vary the class of goods sold, and may give an impetus to the sale of the new colored mesh underwear, which, as yet, has not been moving with any extraordinary rapidity.

With the average customer, however, balbriggans are likely to hold their place. Several light shades are going well in the plain colors, and stripes are in the usual demand.

Sleeveless shirts and knee drawers are still attracting the attention of the trade. A line of these goods should be included in every well-assorted stock. They sell, as a rule, to the very best trade.

* * *

A Fashionable Fad.

ONE of the most incongruous fads noticeable in men's dress in New York this winter has been the wearing of low shoes, and, by some extremists, of open-work socks with them even in the nastiest of weather. When the streets were filled with slush last week several of these men appeared in the Wall Street district wearing this sort of unsuitable footwear. They were all of them men who had carriages to command in going to and returning from their offices, but there were occasions during the day when they had to go out in the street. Each one of them, of course, wore trousers turned up, and the spectacle was enough to make the average man shiver. As a matter of fact, however, these men wore as sensible shoes as did many of the women in the shopping district, and, probably, they ran no greater danger of serious consequences from exposure.

Hosiery.

FANCY half-hose has been in unprecedented demand right along, and, with the commencement of warm weather, there has been even a greater interest shown in these goods and also a good deal of impatience on the part of retailers to have the goods delivered. Summer weather seems to be coming with a rush, and the trade wisely desire to be ready beforehand for the demand it brings.

Fancy hosiery is now being shown by all dealers, and an excellent business, considering the earliness of the season, is reported by all who have been fortunate in their assortment of designs. It must be said, though, that it does not require any great ability or superior taste to select a line of fancy half-hose that will sell; for, no matter what the pattern or color, providing it be not too loud, the goods will sell, such is the feeling for them this season.

New patterns appear from time to time, and, as there is no limitation to the styles that may be worn either in color or design, there is a great field for original creations. Stripes usually make up the neatest pattern, but they are not more prominent in well-assorted stocks than figures or checks.

Grey and Other Colors.

Grey is a color that is coming to the front in hosiery pretty rapidly. It forms a background for different harmonizing colors, one of the handsomest being a dark red. But color is a thing of minor consequence in hosiery for the coming season. Any color, but tan, will sell well. Tan is good in the United States, but here it is not thought much of

The use of lace is not confined to articles of women's wear. Lace half-hose promise to become an important feature of the finer trade before long. There is nothing flimsy about the hosiery of this class shown. They are made of strong network, which combines the coolness and comfort expected from open stitching with the substantial qualities of woven goods. There are several designs shown in these half-hose as well as plain colors in greys and blues. Stripes and mottled effects form the most prominent patterns.

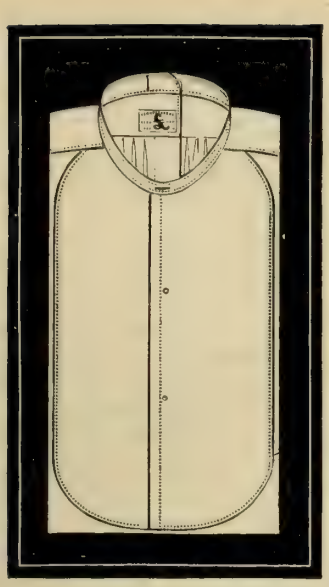
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Jewellery.

BY the average men's furnisher, his line of jewellery, which is generally a very striking one, is looked upon as a sort of side issue, which is, in a measure, a necessary part of the stock, but which can hardly be brought up to an important item in the business. Considering the little attention given to this class of goods, it is no wonder that only a very few dealers have succeeded in making it a leading feature of their stores. But some of them have done so, and others can as well.

No better time could be desired than the present for pushing jewellery. There is a positive craze among women to-day for jewellery of all sorts, due, perhaps, to the prevalence of black and other dark colors in dresses; and, though this does not directly affect the wearing of jewellery by men, it is very likely to bring out a variety of novelties which both sexes can wear, and which need only to be pushed by the dealer in men's goods in order to sell.

Nowadays plated jewellery is worn a great deal, to such a degree of perfection have its manufacturers brought it; and imitation gems are everywhere. American papers have recently been drawing attention to the fact that many multi-millionaires of that country have been buying imitation jewellery for their families, and such stories, whether true or not, have doubtless their foundation in the excellent imitations of jewels which are now being made for selling at very low prices.



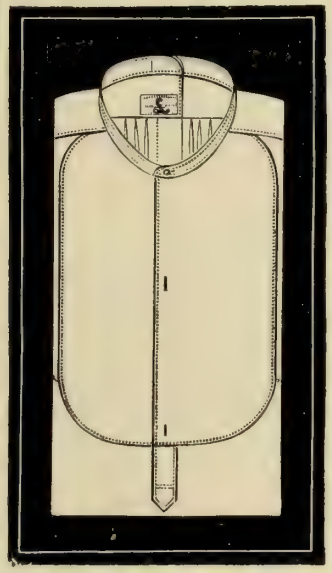
Sterling Collars

$1.10

PER DOZEN.

SEND FOR CATALOGUE.

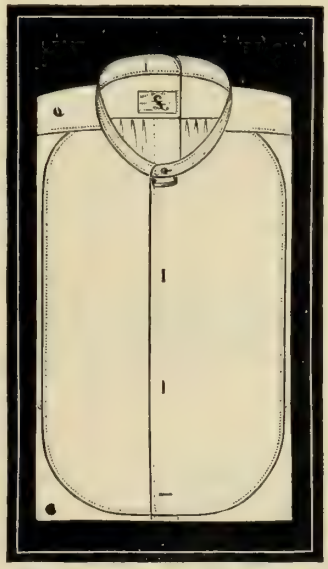




PURE LINEN
AND ARE
SO STAMPED



FELLOWS
&
COMPANY



FACTORIES
AT
TROY, N.Y.
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230 FIFTH AVENUE
CHICAGO

729 BROADWAY
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76 CHAUNCY STREET
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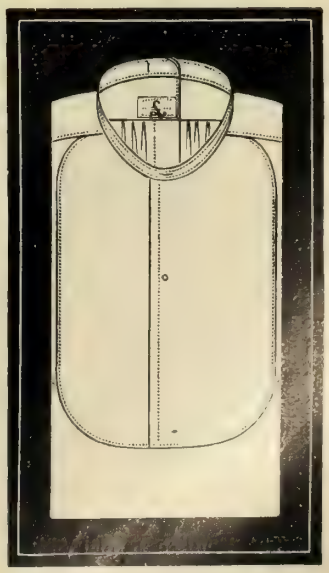


Sterling Brand
NEW DRESS SHIRTS

$9 PER DOZ.

TERMS, 5/30 6/10

WARRANTED WAMSUTTA | BOSOMS PURE IRISH LINEN



Effects of the Coronation.

The coronation of the King will be an event very likely to stimulate the demand for jewellery, and whether among men or not, depends upon what novelties are produced suitable for their wear.

At any rate, the jewellery counter should be given much more attention than it now receives. It is as profitable as any, and can be made more so.

One Montreal dealer has made something of a specialty of this, and among a certain trade he has everything to himself in the jewellery line. Of course, low-priced jewellery is the thing for the men's furnisher. He must leave the finest goods to the jeweller, for even if he did carry them the public would naturally pass him by when on the lookout for some expensive article of jewellery, and betake themselves to the man whose business was wholly confined to such goods. But this does not mean that among his stock he cannot include some little luxury in gold or pearl, which might be picked up by the customer instead of the cheaper article he first intended to take.

In one Toronto store, in a showcase devoted to cuff buttons and links, collar buttons, watch fobs, etc., a good part of the line is of pearl, and makes a nice display. The goods vary from the cheapest imitation pearl to some real articles. This is made the prominent line, because it was found that there was a greater disposition on the part of the finest trade to buy good pearl articles from the furnisher than gold or silver jewellery. For them they would go only to the jeweller.

Some Novelty Features.

There are several articles which, though not properly to be considered as jewellery, are yet more nearly allied to it than to anything else the dealer in furnishings handles, and so must be placed in the same department of the store. Besides the ordinary dress accessories, such as collar and cuff buttons, studs, pins, etc., there are always some novelties of the season which it will pay to handle. The Coronation year, for instance, is bound to bring out novelties in scarf and coat pins, which always go to the popular tradé. Then then there are tie holders, cuff holders, key chains and rings, watch chains, fobs, sleeve holders, vest pocket pencil holders, rings, and many other articles of a similar nature which should be included.

* * *

The Man of Fashion.

A Member of the Smart Set Gives His Views on Coming Styles.

THE Panama straw hat for men is to be again one of the most fashionable Summer head coverings, but in order to be truly smart it should be of real Panama grass, and of fine weave and texture. There is practically no limit to the price, which may be paid for these hats of genuine native make and extreme flexibility, but one may secure a fairly good article for $10 or $12. The shapes will be much the same as those of last year, that is, medium high crown and rather broad curving brim, which may be bent and worn at the angle proving most becoming. Generally the crown is deeply indented at the top, in the manner of the Alpine and slightly dented on each side, but fashion does not decree any exact degree of curve or roll of brim. Conservative men will wear on this hat a plain black silk band about an inch and a half in breadth, while some of the younger set will undoubtedly indulge their fancy for dark red and striped colored ribbons. Pretty colored bands may be bought for 50 cents apiece and it is often a good plan to have one or two for special occasions and as a change from the plain black.

THE STRAW HAT.

The English model of the straight-brimmed straw promises to be the shape most worn by smartly-dressed men. Very roughly woven straws with a pointed or knotty surface appearance were extremely common last Summer, which fact, if one may rely upon the usual drift of fashion, will preclude their being in vogue this season, and it will in all probability be better style to have a coarse straw smoothly woven or a fine smooth weave. At the good makers straight-brimmed straw hats of proper shape and finish cost from $3 to $6, according to material and workmanship.

WIDER BRIM ON THE DERBY.

Perhaps I should add a description of the new derby, which is perhaps the most extreme and noticeable of them all. The brim of this hat is very much wider and less tightly rolled than any to which we have in the past few years been accustomed, and it has also less dip fore and aft than most of the derby shapes. The crown is much the same as that of the ordinary derby, though perhaps a shade higher and a little more rounded in line. For a man of large build the style is by no means bad-looking, but the hat is somewhat too large and heavy for anyone under average height and 150 pound weight. Whether or not it becomes fashionable remains to be seen, for while more or less worn, it has not as yet shown any signs of becoming the smart thing in derbies.

SUMMER COLOR COMBINATIONS.

Black is not to be as fashionable a color, if it may be so called, as it was last Spring, neither is it a particularly good shade for Summer attire, as it absorbs and holds the heat, but, on the other hand, it is always good style and far more becoming to many men than some of the color mixtures and combinations one sees during the warm months. Personally, I think one of the best effects in dress may be had by the use of black and white in combination, and it may be carried out in almost every detail from hat to boots. Another good effect for Summer is a combination of dark blue and white, which is even more cool-looking than black, and much like it in the impression of quietness and simplicity conveyed. As a foundation for such a costume, dark blue serge of good quality—not the purple shade of the inexpensive ready-made suits—is excellent, and for the accessories a dark blue hatband, plain white, plain blue or blue and white madras or cheviot shirt, tie of plain blue silk, plain white heavy linen or cheviot or blue and white silk; blue and white hose and white handkerchief with blue border line. For early Spring cheviot shirts are smart, and one may find exceedingly pretty stuffs in blue and white

HIS VIEWS OF TIES.

Many of the four-in-hand and bow ties shown at the good shops have a band of the plain body color around the edges, as, for instance, a plain blue edge around a blue dotted with white tie, or plain black around a basket-woven black and white. The idea is by no means new, having originated two or three years ago, but it is rather pretty in effect and not as yet common. There is an endless variety of designs, weaves and color combinations in tie materials, but with the exception of the figured brown little which may be set down as possessing distinct novelty. The butterfly shape seems to have disappeared entirely from the list of fashionable shapes, and the batwing, though much the same in cut, is not tied in such a tight knot, and therefore has not quite the same look as that which gave it its name. Some of the foulards make pretty Spring neckties, and, as a general thing, silks of various weaves and textures will be more used than wash materials, but when the warm weather sets in we shall doubtless see madras, cheviot and colored linens in great profusion.

Except that of plain white cheviot for riding, it is not likely that the stock will be smart this season, and therefore it is hardly worth including in the list of Summer apparel. The made stock of white pique, with colored cheviot or madras tie, was more or less fashionable when it was a new style, but for the past three years its use has been almost exclusively confined to the middle-class element of society. A.B.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR, FLEECE SLIPPERS, and Other Specialties.

To be known as agent for **JAEGER'S UNDERWEAR** recommends you as a retailer of good quality and reliable articles at a moderate price.

For Fall Season 1902 we have arranged very liberal discounts to the Trade.

Dominion Agents for English Manufacturers:

Young & Rochester

Shirts and Shirtings for SPRING.

The full range of Dressing Gowns, Smoking Jackets and Winter Vests are now in hands of our travellers.

Finest ranges of Flannel Outing Suits shown in Canada.

CORONATION NECKWEAR.

Tress & Co.

HIGH-CLASS LONDON MANUFACTURERS

—OF—

HATS and CAPS.

We are this month showing latest styles for Fall.

SPECIAL VALUES IN PALM LEAF AND FINE STRAWS.

Felts, Silks and Straws.

If not in Toronto write and arrange for our travellers to call.

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES In all classes of HOSIERY and SHIRTS **London, England**

We beg to announce that Messrs. Cuffe, Pooler & Douglas, of Toronto, are showing ranges of our samples in the following lines:

"Silean" and "Llama" Hose and Half-Hose,
" " " Shirts and Pants,
" " " Vests and Combinations,
Sweaters, Cardigans, Knicker Hose, Jerseys,
White and Colored Shirts and Tennis Shirts,
Collars in all the latest shapes.

Everyone interested in these goods should see these samples before placing their orders.

KINDLY NOTE ADDRESS:

CUFFE, POOLER & DOUGLAS

1 WEST WELLINGTON ST. (Corner Yonge) TORONTO

Your Customer

WILL ASK YOU FOR THE

Beaver Brand Macintosh

Guaranteed Waterproof and Never to Harden.

Write for Spring Catalogue, showing all the latest styles.

The

Beaver Rubber Clothing Co.

Limited

1851½ Notre Dame Street Montreal.

The National Anthem is known in every City, Town and Village in Canada.

THE

NATIONAL RUBBER CO'S

Waterproof Clothing

FOR MEN, WOMEN AND CHILDREN comes a close second.

445 St. Paul Street, MONTREAL

WRITE US FOR SAMPLES AND PRICES.

REG° TRADE MARK
Cravenette
PROOFED
—BY—
CRAVENETTE
Co LTD

Cravenette

Cloth

is asked for by every lady and Gentleman ordering High-Class Waterproof Garments. The ladies who want the best material for a Rainy-Day Skirt will have no other.



Can you supply your customers with this cloth? Nothing can take the place of it in regard to appearance and quality.



S. Greenshields, Son & Co.,

Sole Selling Agents for Canada.

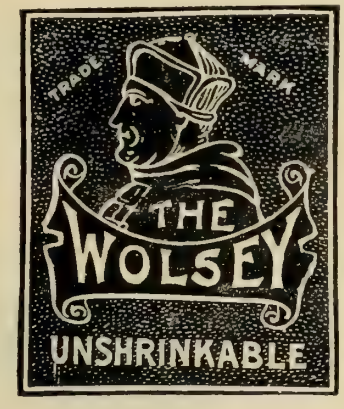
MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

600 PER CENT.

JUST five years ago, The Truro Knitting Mills Company, Truro, N.S., bought out the business of the late Chas. E. Stanfield, the founder of Stanfield's Unshrinkable Underwear. Since the inception of the new company, their success has been phenomenal. Orders flowed in from all over Canada. Addition after addition was erected; still there seemed to be no keeping up to the ever-increasing demand. Last year a new brick mill was added to their plant. This mill is acknowledged by experts to be the best equipped and most up-to-date knitting mill in Canada. 600 per cent. in five years is a big increase in any business. It could not be accomplished with ordinary underwear. It could not be done with mere underwear. Stanfield's Unshrinkable Underwear is without a rival—it has proved itself to be the best selling and most satisfactory underwear in the world. Time is the greatest of all tests. Stanfield's is the oldest and best heavy all-wool underwear made. Stanfield's is sold direct to the high-class retail trade only by our own travellers.

The name, **"STANFIELD'S,"** is on every garment.

Beware of Worthless Imitations.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.

FAMOUS SINCE 1840.



The "Star" Shirt,
The "Star" Shirt Waist,
The "Star" Negligé Shirt.

THE BEST MADE.

FULL LINES ALWAYS IN STOCK.

Hutchinson, Pierce & Co.

MANUFACTURERS

842-846 BROADWAY, ...NEW YORK

Dealers and Their Stores.

S. A. MACDONALD, CHARLOTTETOWN.

ONE of the bright merchants of the Maritime Provinces is Mr. S. A. MacDonald, of Charlottetown, P E.I., with a branch at Glace Bay, C.B., known as MacDonald & Stewart, and managed by Mr. M. J. Stewart.

Eight years ago Mr. MacDonald bought out the Murphy tailoring business on Upper Queen street, and it soon expanded under his active management. More than one move into larger premises has been made in that time. The encouragement extended has been of so liberal a character that the firm lately felt warranted in securing one of the largest stores and best business stands in Charlottetown, situated at the west end of the market house, between Messrs. Weeks & Co.'s store and Carter & Co.'s bookstore, where they opened on March 1. In addition to their large custom tailoring trade, they have installed one of the largest ready-made clothing and men's furnishing departments in the Province.

The main store is 80 feet long and 25 feet wide, thus giving a floor space of 2,000 square feet. On entering the visitor finds himself in the ready-made clothing department, the goods being arranged in a row or series of cabinets with the doors of bevelled edge mirrors, and each cabinet containing 20 suits of clothes. This accommodation enables a full stock of clothing to be carried all in perfect condition. At the rear of the cabinets is a dressing-room where the customers may fit on.

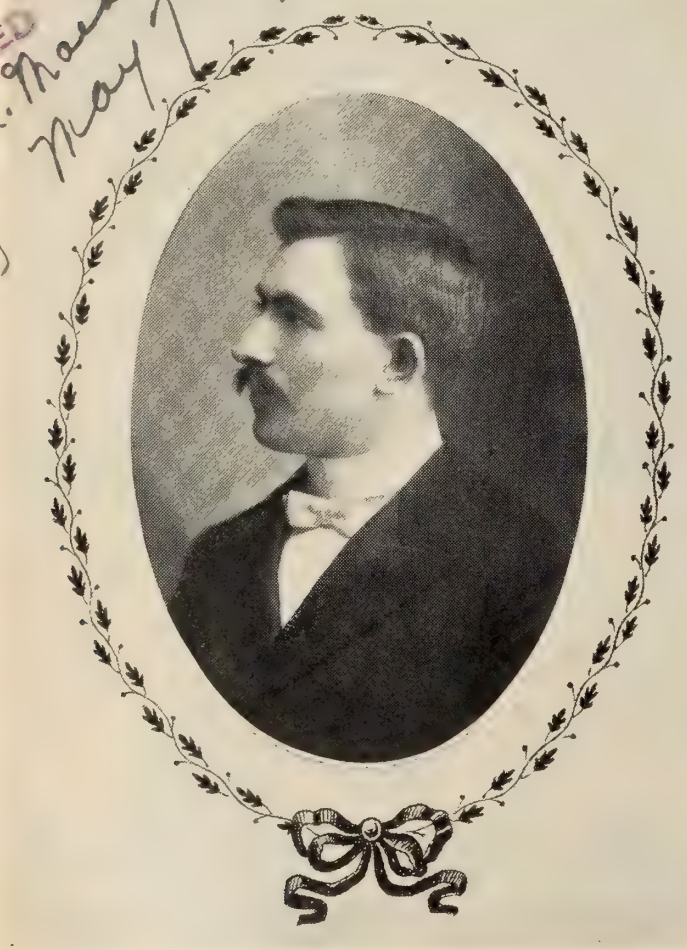
Further back is the stock of hats, which is kept fully assorted in the latest English and American shapes.

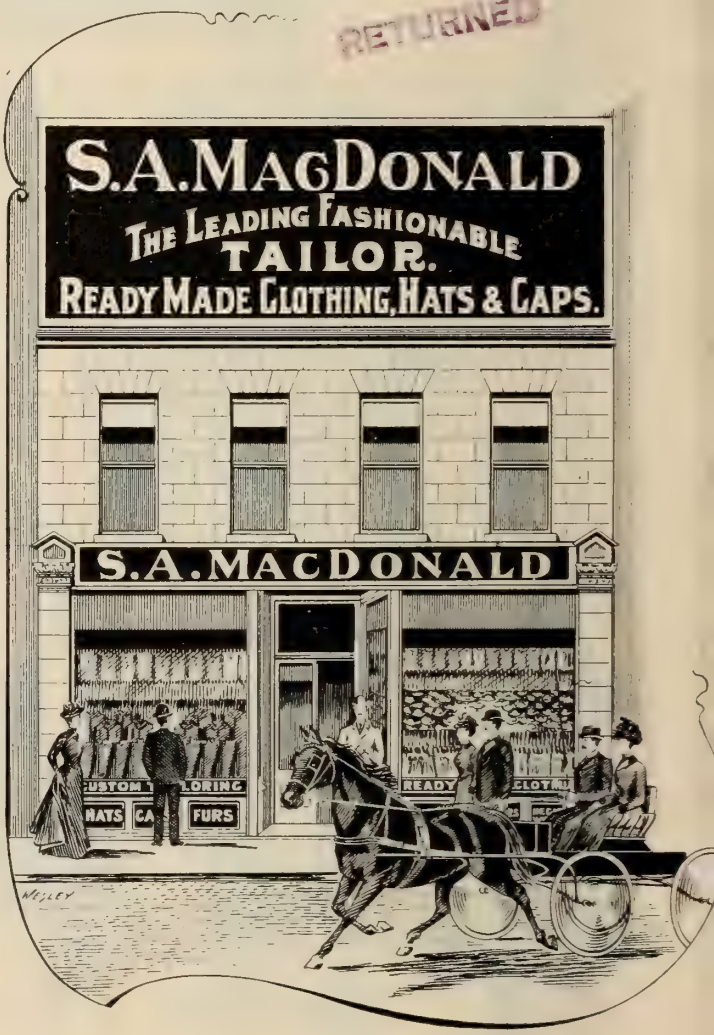
The other side of the store is where the cloths for the tailoring department are kept. In this department are all the latest patterns for gentlemen's suitings, overcoatings and trouserings. The assortment is complete, being selected from the looms of the best manufacturers at home and abroad, even including the Island makes. Further west is the men's furnishing department, where are displayed everything new in neckwear, fancy shirts, collars, white shirts, cuffs, underwear, overalls, wearing shirts, sweaters, belts, gloves, etc.

The cutting tables for ordered clothing are at the back, and, as Mr. MacDonald is a first-class cutter himself, his own attention to customers' wants and his own supervision of the work done has had much to do with the steady growth of the business.

Upstairs are two apartments. In one a staff of tailors is kept busy on orders, and in making, free of charge, any alterations required in the ready-made goods. The other room is to be devoted to the heavy clothing, such as overcoats, ulsters and Winter suits.

The store is electric lighted throughout, is heated by hot water, and is one example of many to show how trade is expanding in the hands of bright men in all parts of the Dominion.





The "Kumfort"



The Mitt that's made H. B. K. known from Sydney to Dawson.

The Mitt that has given us more thought and our competitors more worry, and the dealer more satisfaction, and the consumer more wear for the money, than any other Mitt in Canada.

This is the Mitt we made our reputation on. It's a reputation maker and a money maker for every dealer who handles it.

Listen:—

Pure Canadian all wool, 4 lbs. to the dozen, knit to wear to shreds before it ravels or rips. The same at the finger tips as the cuffs.

Tough Muleskin palm, black oil-dressed sheepskin back. "A Mitt as *is* a Mitt." $4.50 per doz., net 60 days.

Hudson Bay Knitting Company, 30 St. George St., MONTREAL

Mems. for Buyers.

KING EDWARD tartan is a feature in a number of new designs in neckwear which John Macdonald & Co. have just imported. They are shown in derbies, flowing ends, etc., to retail at 25c. Special values in men's cashmere half-hose and fancy cotton half-hose are new lines. Silk striped negligee shirts, to retail at 50c., 75c., $1 and $1.50, are exceptional values. A job in Coronation handkerchiefs, retailing at 2 for 5c., include well executed pictures of the King and Queen, with a setting of maps of the Empire. This line is really half-price.

"J. L. D.", Toronto, asks for the name of the manufacturers of the "Arrowhead" brand of collars and shirts? The makers are Cluett, Peabody & Co.

The Chamberlain and Rex, two lines of fancy ring ties introduced last month by Caulfeild, Henderson & Burns, have taken well with the trade and many repeat orders are being received. Many of the customers of this firm were sceptical at first regarding the merits of these ties, but on being induced to give trial orders found favorable results to follow. There has been a heavy demand for overalls this Spring, and the factory of this firm has been working overtime on them for the last six months. During last month several advances in material occurred, and, in view of this, it would be well for intending purchasers to order their overalls early.

The "Trade D Mark" suspenders fitted with No-rusto buckles and kid ends mounted on French frill webbings are among the Summer novelties in the samples of The Dominion Suspender Co. They are the daintiest suspenders this firm have ever produced. "Coronation" suspenders are the latest things, and "Invisible" suspenders, worn with shirt waists, are being produced by the same concern.

Caulfeild, Henderson & Burns report increased sales of their flannel suitings. These are becoming more popular every year and so far this Spring the output has been three times that of last season. Large numbers of repeat orders are already coming in every day. This Spring a specialty has been made of braces of English make and their three lines, "Holdfast," "Sampson" and "Blizzard" are becoming favorites with a large number of customers. A large consignment of their Imperial cashmere sock, No. 850, has just been received. This is a line well known to their customers, and besides in black it also can be had in cardinal. They have also received a shipment of their No. 110 black worsted sock, that is becoming a leading line in their trade and is for retailing at 25 to 35c.

The Niagara Neckwear Co. are making an excellent line of golf and hunting stocks, American designs. Their new Summer cravat cloth, "Greno Vanessian" is having a wonderful sale to some of the haberdashers. It is an unusual and unique tie material. Nothing like it has ever been shown before. Foulards in navys and bright effects are being shown in great variety. There is nothing in cravat cloths more genteel than these fashioned into 1 10|16 reversible four-in-hands.

The W. R. Brock Co., Toronto, have purchased the surplus of an overall manufacturer, and are offering a striped drill overall fully 33⅓ per cent. below good value price. This is a great snap in the ordinary way, but, considering the advance in cottons, can't last long. Further shipments of men's neckwear are just to hand, including some very special fancy derbies for 25c. retailing, both graduated and narrow reversibles. Two or three special new numbers in fancy shirts have been received; the "Belleville" line, retailing at 75c., is one of the attractions, and was never meant for less than $1 goods. The department makes a specialty of all kinds of bathing suits and trunks for men and boys.

* * *

Twelve Years of H. B. K.

TWELVE years ago a couple of hustlers started making knit mitts in a loft in Montreal. There wasn't much to the concern except brains, energy and a name—to be made. They called it The Hudson Bay Knitting Co.

In a short time the loft was too small, though there were plenty of vacant corners at the start. Then a bigger loft was taken. Four times in 12 years this company have moved to bigger premises, each time doubling their floor space.

At 30 St. George street they have a large factory, four floors and a basement. A year ago one department had to be moved to another building, and now the company are getting out plans for a large new modern factory of their own. The new building will give double the floor space of the present one.

With the space requirements of the company the demand for their goods has increased proportionately. What was originally a few lines of knit mitts and sox has developed into a great variety of knit and leather mitts and gloves, clothing specialties, fine gloves, moccasins and slippers.

These goods are manufactured by a thoroughly organized system. The fine gloves, heavy gloves and mitts, moccasins, clothing, sox, slippers and other departments, each being handled by a separate head responsible for every foot of stock that goes in and for every piece that comes out of his department. An absolute record of every item of factory expense and stock costs is kept and charged against each department and a perfect system of reckoning costs is thus established upon an accurate basis. And this matter of figuring costs is most rigidly looked after. The cost of producing every dozen coming out of the factory is known to the fraction of a cent, the cost of selling, delivering and administration expenses.

Speaking on this point Mr. J. J. Westgate, president and general manager of the company, said: "I consider that our positive knowledge of our costs has been one of the greatest factors in the success of this business. It has enabled us to lop off useless expense, it has shown us where our goods could be improved at little or no extra expense, it has enabled us with the knowledge it has given us, to put on the market goods at prices that have been so far a source of loss to our competitors to meet."

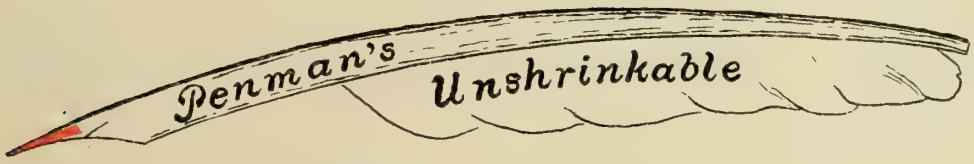
"Another item in the success of this company," said Mr. Westgate, "is our system of buying. The easy way is the usual one, viz., go to the nearest commission man and pick up what you want. The profitable way is the unusual and more troublesome, viz., to go to the man who grows or makes what you require. Take sealskins for instance, we go to Labrador for them and order them while the seals are still wearing them. Our own tanners and cutters do all the rest. We do the same thing in wool, buckskin, and as many kinds of leather as one can get next to. Of course it takes capital to do business that way, but then you know things are different now from what they were 12 years ago in that respect at any rate."

The visitor had a pleasant excursion through the H. B K. factory, and later on he may write something about the system upon which it is organized.

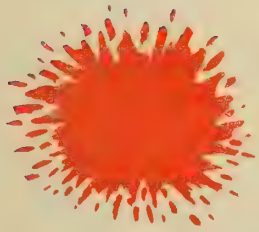
A Drop of Ink

Makes Thousands Think

that



Underwear is the Best.



Standard Natural Wool.

Sanitary Elastic Ribs.

4

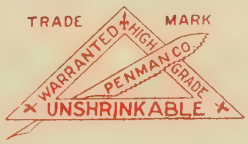
STANDARDS

2-Ply Standard Natural Tailor-Cut Seams.

Fine Cashmere Full Fashioned.

None genuine unless bearing our

Pen-Angle



New Home for the "Rooster."

A FEW weeks ago Mr. Robt C. Wilkins, the wide-awake manufacturer of "Rooster Brand" shirts, overalls, pants, etc., moved his factory to the corner of St. Catherine and Bleury streets, Montreal. The change was necessary in order to provide sufficient room for the employes and to be in a better position to supply the increasing demand for the "Rooster Brand" goods. In the new building, which is a handsome one of four floors, there is about double the room of the old place.

The representative of DRY GOODS REVIEW was shown through the building by Mr. Wilkins, and could not but admire the excellence of the arrangements and the clever manner in which the machinery, goods, etc., had been adapted to their new surroundings. The basement, which is much better lighted than is the rule in this part of a building, contains three storerooms, another for empty cases and bales, while one-half of the room is divided off for laying out orders.

On the ground floor is first a large, well-appointed stock-room. Toward the rear of the building are the shipping and packing rooms, a sample-room and private and general offices. A fine hardwood floor adds much to the appearance of all these rooms.

When the employes enter the building it is not necessary for them to go through the showrooms, the stairs to the factory leading up from the hall. On the second floor, at the turn of the stairs, one comes upon the motor, which is situated most conveniently, the belting passing through a closed arch, and not going through the factory. Along the side of this floor are six rooms, for piece goods, black goods in one, white in another, denim goods in a third, and so on, all being kept separate.

In the factory, one admires the high ceilings, the splendid light and ventilation. This room is very well finished. A large number of women and girls were employed in turning out "Rooster Brand" goods. It takes some 150 machines to do this, and in very busy seasons the number runs up to 200. All the machines are of the latest pattern, most of them with the double needle. Several cylinder machines for seam work, giving the same finish to the seams of the garments inside and out, were included in the plant; and all sorts of buttonhole machines, designed for different classes of work, were placed here and there on the long tables where scores of skilful hands made up the well-known garments which "Crow over all." At the end of this room there is an electric cutting machine, employed at this time in cutting about 100 thicknesses of cloth, though as many as 120 thicknesses can be cut with it. The shirt folders and ironers are stationed near here. Passing into an adjoining room one discovers the clothing pressers busy at work, while in a room off this long tables are placed where the goods are laid out and marked for the cutting machines.

Everything about this factory runs smoothly and quickly. One feature which cannot be overlooked, and which but few of such work places afford, is a large plot of ground in the rear of the building where at noon hour the employes can enjoy themselves in the open air. The men play baseball; the girls all sorts of active games, and all come into work refreshed and in good humor for the rest of the day. The employes here are lucky.

At present the factory is specially engaged in turning out heavy smocks, rubberized, and plain duck coats, etc., for the Northwest trade. The progress of "Rooster Brand" clothing has been unusually rapid, though, as everyone knows, well deserved. Half-a-dozen years or so ago Mr. Wilkins only ran some eight or ten machines, the whole factory being confined to one flat in the building they recently vacated. The business grew steadily until one flat was too small, until two flats and then three flats were too small, and finally until the whole building was too small. In the new place there is plenty of room for the "Rooster" to expand, and we have no doubt he will continue to do so until the present premises begin to feel the need of expansion also

* * *

Trade in New York.

SAYS The Dry Goods Economist: "In neckwear batwings have had better sales of late than was the case a few weeks ago. Four-in-hands are selling well in the narrow widths and quiet effects.

HATS.

"The first straw hat to appear is expected to be a moderate sailor shape, either in split straws or rough braids.

"Panama is not expected to have its season until the latter part of May, when it will be much worn.

BATH ROBES AND DRESSING GOWNS.

"The bath robes being put on the market this Summer are far brighter and more varied in color than was ever the case before. They are selling very well and can be had in almost any shade desirable. White is the least seen of any.

"Some of the garments seen last week were in blue, pink and red, either plain or solid ground, figured, striped or checked.

"Most elaborate dressing gowns are being shown by leading haberdashers. Made of heavy silk or brocade, they are lavishly finished with heavy silk or gold frogs and tassels. The prices for these are high, and, of course, mostly made to order.

PAJAMAS

"The demand for pajamas is steadily increasing, those in mull and madras leading over all others.

"A new thing in pajamas is the lightweight batiste, self-figured, which promises to be a great favorite, and is undoubtedly very desirable for warm weather.

SHIRT WAISTS.

"Many new ideas in the shirt-waist line, with devices for wearing suspenders invisibly, have been launched for this Summer and promise to sell better than last year. The greatest sale, however, will be for the negligee and belt. It is probably for this reason that so small a stock of madras suspenders is being carried by retailers this Spring, which was not the case last season.

"There is a new thing in suspenders which promises to be a bonanza for its manufacturer, and a good seller to the lower and middle-class trade. It is made in such a manner that it can be turned into a belt without detaching it from the trousers.

FANCY WAISTCOATS.

"The display of fancy waistcoats is unprecedented in variety, there are the many creations in self-figured white materials, which for dress wear are about the best thing shown. White grounds with checks and stripes are likewise very popular, while the novelty of the season is the braided waistcoat.

"This garment is made of silk and linen material in colors, preferably with small figures and faced with a silk braid along the edges, a liberal margin of which is allowed to protrude. Good-sized pearl buttons finish this garment, which is rich in appearance and looks very dressy."

RETURNED MAY 13 1902

3 GOOD THINGS





There are three good things about The Lowndes Company Clothing which, after they have been said, leave little more to be desired:

It Fits Well—Neat and Stylish.

It Looks Well—Latest Fabrics.

It Wears Well—Best Materials.

Our Travellers are now out for Fall Orders. We will be pleased to hear from you either through them or direct.

The Lowndes Company, Limited

Office:
61 BAY STREET

Toronto, Canada.

Factory and Showroom:
36 FRONT STREET WEST.

CLOTHING

SPECIAL

Men's & Youths' Suits "Overmades"



Special Clearing Prices During MAY

It will pay buyers visiting Toronto to call and see our clearing lines in Men's Clothing---All Overmades---quantities of each line small, sizes broken in some cases. Liberal dating.

Sample Suits sent by express (charges paid) on application.

Having had an unprecedented run on Children's Clothing this season we find our stock practically cleaned out.

Letter orders will receive prompt attention.

W. E. Chalcraft & Co.

MAKERS OF FINE CLOTHING

71 and 73 York Street, - - TORONTO.

Crescent Brand REGISTERED

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West TORONTO, ONT.

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new eatures in Trimmings, Qualities and Designs.

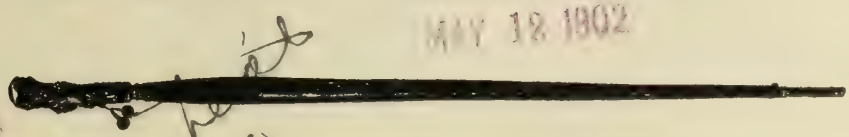
Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
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VICTORIA, B.C.





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The **British Standard** is established

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Their **UMBRELLAS** are like the "British Standard," **THEIR EQUAL** cannot be found.

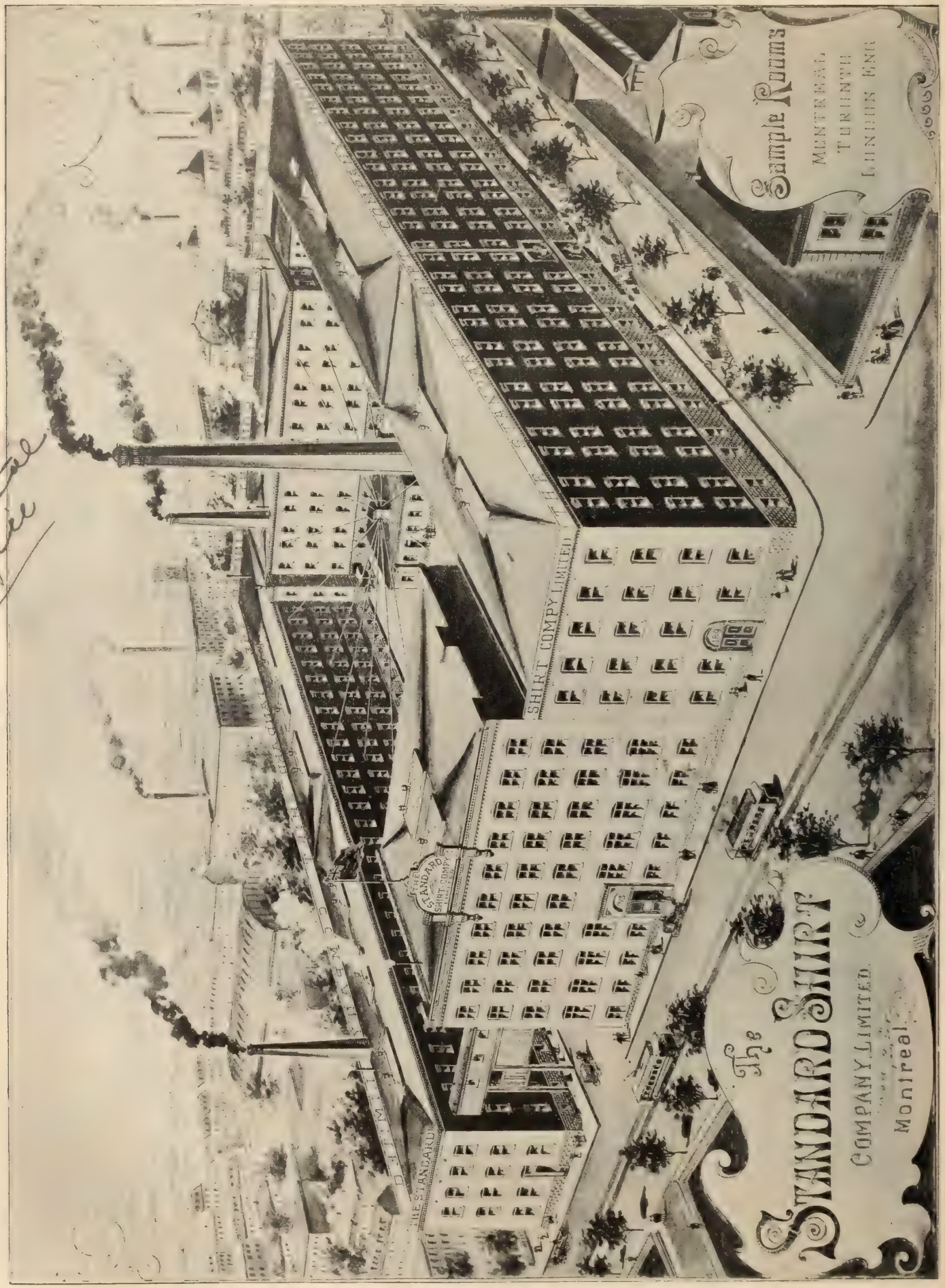
If your Wholesale House cannot supply you with them, write us direct.

Our Trade Mark is on every "Standard" Umbrella.

The Standard Umbrella Mfg. Co.,

6 Lemoine Street, MONTREAL.




Sample Rooms
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THE STANDARD SHIRT COMPY LIMITED
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THE LATEST

The Latest Panama Softs

The Latest Panama Stiffs

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— AT —

WALDRON, DROUIN & CO.'S

507 St. Paul St., MONTREAL.

We are looking for a part of your order for Fall. If you have not seen our Fall Samples, write us and we will send you some of our special lines.

SWIFT, COPLAND & CO.

Wholesale Hats, Caps and Furs,

5 AND 7 RECOLLET ST., MONTREAL.

P.S.—We have on hand sorting lines of Hats, Caps, and Straws. Write us for Samples if you are open. It will pay you.

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
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SUSPENDERS
GUARANTEED

NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS



MAKERS OF
AMERICAN STYLES OF NECKWEAR



CORONATION YEAR

Royal TRADE MARK

GOODS WILL BE POPULAR

The "Royal" Shirt's many good points are only known to those who stock them.

A new shirt a year ago, to-day handled by hundreds of cus tomers.

Its perfect-fitting qualities have **caught the attention of the wearer.** Its washing qualities have been proven, tested and tried. Made only of the most undoubted Regattas—Colors never fade until garment is worn out.

Most shirts are discarded, **faded, before worn out.**

THE "ROYAL" COLORS NEVER FADE.

Many features, such as Carefully Matched Stripes, Hand-Laundering, thereby assuring uniformity of stripe, Double Stitch ing on Front, are all qualities confined to the "Royal" Shirt.

NO SHIRT DEPARTMENT COMPLETE WITHOUT THE "ROYAL" SHIRT.

HAMILTON, BERKINSHAW & CO., 41 Yonge Street, TORONTO.

Letter Orders Carefully and Promptly Attended To.

LABELS Any Shape
1 to 17 Colors
Every Process . . .

Costume Tickets. Stock Labels. Designs Submitted

LEVY & CO., Printers TORONTO

19 LEADER LANE.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives promp and reliable information to date. Every modern facility for the collection of claims

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OUR LINE OF

Boots Shoes and Rubbers

is complete, and it will certainly pay you to write us for prices and see our travelers' samples. "Do not put off until to-morrow what you can do to-day"—write to-day for our cata-logue and prices.

Campbell Shoe Co.

QUEBEC.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

THE STRATHCONA RUBBER COMPANY

PROOFERS AND MANUFACTURERS OF

Waterproof Clothing

We started our factory last year with enough machinery to do all the work we thought there was any chance of our securing. But GOOD WORK, WORK that is GUARANTEED, is bound to tell. We soon found out that it was utterly impossible for us to handle promptly all the orders for PROOFING entrusted to us.

We have just added SIX PROOFING MACHINES to our equipment and can now turn out promptly every order we receive.

Manufacturers and Merchants wishing any Cloths made thoroughly Waterproof should send them to us. We GUARANTEE all our work.

THE STRATHCONA RUBBER COMPANY,

E. L. ROSENTHAL, General Manager. Papineau Ave., MONTREAL.

THE PIONEER MANUFACTURER OF RUBBER CLOTHING IN CANADA.

The Dominion Show Case Co.



Latest and most up-to-date Cases for Dry Goods and Gents' Furnishings. Write for catalogue. TORONTO



The May Trade.

Are You Ready For It ?

Everyone connected with the millinery trade is prepared to admit that May is the millinery month of the year.

Those who are best prepared for it will get the largest share of the trade.

We have always openly confessed that we are in business to make money, and that the first or primary reason why success has always followed our business efforts is the very fact that in looking to our own interests we are looking to the interests of the trade, and that is done by keeping in perfect touch alike with the markets and the trade and thereby being in a position to provide the correct goods at the right time, and who will not admit that the right article can always be sold with a fair profit ?

Certain styles and lines of goods are now pronounced for the May trade and these you will find in our stock.

The millinery month of the year suggests Hats. No man knows this trade better than our American buyer. You can safely pin your faith to his selections.

Laces will be a big feature. Our Lace buyer knows his business from A to Z. In extent and character we have the Lace department of the Dominion.

Our resident European buyer is not only an expert at his business but knows and has access to every market with all the advantages that money affords in making his purchases, so that whether it be Hats, Laces, Plain or Moire Silks, Plain or Moire Ribbons, Satin or Velvet Ribbons, Mechlins, Chiffons, Mousseline de Soies, Flowers, Roses, Foliage, Feathers, Ornaments, or any other features, you will find them with us. Don't let distance keep you from the right goods. Write for samples.

S. F. McKinnon & Co.

....Limited.

J. M. Alexander, President. George Caldbeck, Vice-President.
John S. McKinnon, Wm. Guthrie, Alex. Mackie, Directors.

Wellington and York Sts.
TORONTO

64 St. Peter Street
MONTREAL

The Canadian Millinery Review 1902

A Millinery Talk.

PAST, PRESENT AND FUTURE.

"S. F. McKINNON & Co., Limited, are always ready to give their experience of the past and ideas of the future trade outlook to a representative of 'The Dry Goods Review,'" so said one of the company when seen last week, adding that they believed "The Review" had the widest and largest circulation in the dry goods and millinery trade of any trade journal in the Dominion.

"When last talking over the millinery situation we were of the opinion that the trade of March had been the best for that month in some years, and gave convincing reasons for so thinking. It is possible that our views may differ from those of some readers of 'The Review,' seeing that its circulation is Dominion wide. So in reviewing the April trade we think that it has been slightly disappointing. A good trade has been done, but not the heavy trade suggested at the opening of the month. You know one does not usually feel so bad at hopes unrealized when the cause is plain and unavoidable. Such, we think, is the case as far as general trade for the month drawing to its close is concerned. The 28th of April and the furnace still going and the coal bill as large as that of March tells the story. Do not misunderstand me," added the company's representative, "for although not quite up to expectations a good average April business has been done, and in putting it as we have, we believe that we voice the trade generally throughout the country.

"We are almost stepping into the great millinery month of the year, and if the weather has been a little cold up to date, we will all be glad to take the shady side of the street before this comes before your readers, and with the advent of fine warm weather it will be all work and no play for a month, as far as millinery artists are concerned; but they are made of the right stuff and equal to do it when necessary.

"To meet this big trade which is certainly in front of us, liberal provision should be made, and will be made, at least, by all who take the lead. A few of the leading features in our opinion will be—just make a note of them and see if they come out right—white hats with a leaning to rough straw or braid effects will have the call; there will be a growing demand for leghorns and sailors as we push into the warm days. The outing or blouse waist hat will also claim a place.

"Plain taffeta and liberty silks and satins, taffeta and liberty ribbons in the wider widths, chiffons, mousseline de soies, Mechlins, black satin and velvet ribbons, black moire ribbons, flowers, roses, black and white and ostrich feathers and ornaments will all be extensively employed in the production of the smart and lady-like millinery suggested for May trade.

"We cannot help making special mention of laces. This ever rich and lady-like trimming will be much in favor both as hat adornment and trimming for stylish Summer dresses. We do not believe much in corners, but cannot help thinking from our present trade that we have a corner in the lace trade. We have in our stock all the leaders, including millinery Alencons, ochre shade; Limericks, real shade; Irish points in white. For dresses, galloons in Paris ecru, half flouncings in black Chantilly, Limericks in real shade. All-overs in black Chantilly and Irish point, Narrow goods in Valenciennes and Mechlins."

After passing the fifth floor of their large warehouse the hum could be heard and up we came to the seventh floor, where four cutting machines were going like lightning, and rising one floor higher, there, some idea could be formed of the extent of the cloak trade done by this firm. When asked if still busy with Spring and Summer garments, the company's mouthpiece said, "No, that their Spring jacket trade was practically over, but that out of 19 representatives now out in the different Provinces, eight of them are handling jackets for Fall, and from the orders piling in from all parts of the Dominion there could be no question as to the reception our garments are meeting with. They possess the great outstanding features without which a ladies' jacket has no merit, style, fit and finish."

THE BIG BLACK HAT.

A foreshadowing of the big black hat is noted in the millinery fashions of the moment. Throughout the early season there has been almost a surfeit of light-color tones, and with the approach of Summer the big black hat is heralded.

As yet the particular form this hat is to assume has not been determined, but that it will be built on picturesque lines cannot be doubted. The Gainsborough is too recent an idea to hope for a successful revival, else it might be of this character. It may assume the poke effect and thus be in line with Dolly Varden ideas which threaten to dominate other lines of dress for the Summer girl.

Another influence pointing toward the poke style is the interest in English effects, brought about by the coming Coronation ceremonies. The fashion of the early Victorian period shows some very eccentric pieces of headwear, and if the attention of millinery designs should become centred upon these ideas, there will certainly be some most unusual looking hats worn by fashion leaders during the height of the Summer season.

But more to the point at the present time is the assured popularity of the big black hat. It will be worn by women, misses and children. The matron will want a black hat to balance the light tones of her Summer toilette; the young girl will wear the black hat to bring out, by way of contrast, the delicate colors and airy tissues of her

Summer gowns, the tiny girl will walk abroad with a big black hat keeping the shadows of her youthful face and setting off to fine advantage her dainty lingerie frock.

Where the hat is not all of black it will show black in combination. The white hair braid, the tuscan, the leghorn and the burnt straw braids all gain in beauty where black is added in the trimming. There will be black and white hats, black and pink hats, black and natural straw coloring, black with blue, and black with green.

Hats made of black straw will be ladened with blossoms in delicate color tones, and there will be ostrich plumes in black, in white, and in combinations of black and white.

Nothing can be more practical than the black hat. No other headwear is so easy for the milliner to sell; as it appeals to the economical propensity of every woman the black hat can be worn with any costume, and if stylish and becoming is appropriate for all occasions.



DUDLEY—Trimmed, colored silk, chenille cord, gold buckle.
COLORS—White, navy, castor, black.
PRICE—Trimmed, $1.15. Untrimmed, 50c.
THE D. McCALL CO., Limited.

Let the milliner be prepared for the black hat. It is going to be one of the popular adjuncts to the fashionable toilette of the Summer. The Summer girl without the big black hat will be as hopelessly out of fashion as the Summer girl without a beau is hopelessly out of date.—Chicago Dry Goods Reporter.

HATS AND TRIMMINGS IN VOGUE.

The D. McCall Co. report the demand still keeps up for rustic hats both in the ready to wear effects and untrimmed body.

Cuba hats are in big demand, and those trimmed in burnt and Tuscan shades, are the latest New York craze.

One of the latest of these ready-to-wear hats has a wide brim caught up on both sides and bent back over the crown. It is trimmed with velvet straps and has large velvet bows in front, held on top by a cabuchon. This hat is called the "Capitan."

The new sailor just out has a wide brim and low crown. A new shape, the "Oceanic," is becoming popular. The new features in this hat are velvet trimmings and bindings. There is no doubt but that this sailor will be in big demand as the warm weather comes on, and it should be a popular hat for the Summer trade.

Small effects in the continental shapes are still very strong sellers.

This firm find that their laces, especially those of wide patterns for draping purposes, in blacks, whites and Paris shades are selling well. Black and velvet ribbons are much wanted and this house has a full range of them in all widths in colored taffeta, and also liberty ribbons for hat trimmings and neckwear. A large shipment of the latter has just been received.

There still keeps up a large sale of black and white chiffons. These, they have in four grades, and also mousseline de soie in three grades. They also have a full range of black and white Mechlins in stock.

Flowers continue to sell freely. Black chrysantheumums and large roses are special favorites. Colored roses in pinks, bee rose, and light blue, and foliages in plain green and tinted effects are also popular. The demand for black plumes is fair, and they are becoming more popular as the season advances.

Buckles and ornaments of all decriptions find many buyers.

NEWEST IDEAS IN MILLINERY.

The John D. Ivey Co. have just had a very successful midsummer opening, and the hats which were displayed at this are a good indication of the styles which will be sold during the coming season.

The display included many tulle and floral hats, as well as leghorns and shirt-waist hats. The latter are more of a dress hat this season, not being so simple as last year, and with more trimming. On several of them were trimmings of large flat wings, or quills. As the fashionable sailor this season has the brim inclined to roll, it makes a pretty hat for underbrim trimming. One of these was half-faced with unmounted roses, and the other half with unmounted rose foliage. It had a simple drape of liberty satin of a very pale pink shade. Another was a sailor of similar rolling brim, with wing facing and a pair of the same large white wings laid flatly on the top of the crown, caught with a pretty crushed bow of ivory satin ribbon.

Another had an underfacing of eleven rings of narrow black velvet ribbon, shirred on either side and drawn into this shape. The rings were laid close together, half of each only being sewen to the brim, and through the other half was drawn or laced soft taffeta silk ribbon of pale blue. The decoration on the outside of all these hats is simple, being a smart bow.

The hats for dress occasions continue on much the same line as those of the earlier openings, but are much more light in composition. For instance, floral hats are not made as solidly as heretofore, but a shape with a pretty draping of pale green tulle has white lily-of-the-valley flowers just scattered over the tulle, completely covering the hat. The new crush bow in soft satin ribbon holding a bunch of bushy osprey is the only decoration.

Some hats are entirely of tulle with a little black ribbon velvet introduced in the way of lacing, banding, or a smart bow. These new bows of silk ribbon velvet are nearly always used as ends, giving a lighter appearance. Large, fine chip hats are also in evidence. They carry several large feathers with a drape of Irish point lace and choux of tulle.

Capelines makes a pretty hat when draped over a wire brim. It will take any desired shape, being so soft in

Wholesale Millinery



NORMA—Trimmed, colored satin, buckle, velvet bow under brim. Colors—white, navy, castor, black. Trimmed, 75c. Untrimmed, 37½c.

Very Popular

Our Exclusive Designs IN Ready-to-Wear Hats

are in most popular favor throughout the trade.

STYLES CORRECT.

BEST VALUE.



LONDON - Trimmed, full folds of silk, gold buckle. Colors—white, navy, castor, black. Price, $1.00.

ORDERS PROMPTLY FILLED.

The D. McCall Co., Limited.

make and so light in weight as to be employed to the most artistic advantage. Burnt straw hats are one of the popular fads. They look charming with trimming of white chiffon or tulle combined with black moire ribbon.

Pale blue is a good color. Many hats are shown in this shade, the decoration being blue ostrich feathers with very little other trimming, as feathers are considered elegant in themselves. Large black hats are as much in vogue as ever, and are exceedingly stylish when used, as they will be, with the organdie muslin or linen effect gowns.

Another feature is the real all-over lace hats, the shape being covered perfectly plain with this elegant material and all curves of the hat being outlined with bias bands of delicate shades of silk velvet. The decoration is ostrich feathers.

A pretty hat of the Court order had the brim very similar to a walking hat, only much broader with a decided droop over the face and at the back. This was made of pale pink tulle and pink crinoline, the crown being entirely of one large pink rose, and the inside drapery of the brim being black and white point d'esprit. Linen applique on net, in natural colors, was used freely over colored tulle in the manufacture of good hats. The introduction of straw, the same shade as the tulle, gave the necessary firmness to this very soft fabric. Large straw cabuchons were used in holding up the brims that were rolled back to the crown, and very many shapes drooped at the back, many coming to a sharp point.

ARRANGEMENT OF INTERIORS.

The most common form of storeroom is the oblong shape, varying in width from 20 to 40 feet, and considerably longer than wide. After this the most common form is the square room, or square spaces reserved in parts of dry goods stores. The way in which this space is utilized depends upon the location, surroundings and taste of the occupant. In a millinery store, or a department, quite a considerable latitude is allowed for the individuality in arrangement. This is influenced by the character of trade catered to, so that it is evident that what might be an ideal arrangement for a store in a large city would not be the proper thing in another place.

As the greater number of milliners are in business in a smaller city and cater to all classes of trade, a good arrangement for a store serving her purposes will be discussed in this article.

Where it is possible it is better to have two rooms for display rather than one, and a fair sized workroom and stockroom combined. In the showrooms an ideal arrangement is to have drawers around three sides of the room where hats can be kept away from the dust and light, ready to be shown when desired.

An arrangement of drawers, two drawers deep, gives a table at the top extending around three sides of the room and leaves a space entirely clear. On this table hat stands are arranged and hats placed for display. Above these tables long mirrors may be hung horizontally. This is an excellent arrangement for rather small space, as it gives a chance for sufficient display without appearance of crowding and allows the stock to be well cared for.

It is not necessary to build partitions, although they may be used where it is desired to separate the store space into two showrooms. A few columns may be set up, fastened firmly to the floor, and on poles reaching from one to the other, draperies may be hung which will separate the rooms sufficiently. In this manner the high-grade hats may be shown in one room and the cheaper in the other. The latter will not suffer then by comparison with the others. In case this arrangement is followed, make the

furnishing of the back room a little better than that of the front, and confine yourself to the use of a settee and chair or so, and one or more tables as the space is large or small.

This same arrangement can be followed out with the drawers omitted and still be made very effective. Place a wide shelving around three sides of the room and cover the top with smooth cloth. Use the same color and suspend a drapery to reach from the shelf to the floor. Behind this hats may be kept in boxes. While this is not so expensive, it is also not so handy as an arrangement with drawers, but very pretty effects can be obtained by making up a room in this way with white and gold, pale green and gold, or dark green with dark woodwork. No colors have ever been found so good for fitting out a millinery showroom as either green or white and gold. The green may be varied in shade, but either the very light or rather dark shades are most effective.

Showcases have been done away with in a great many departments, but where the milliner does not conduct a very large business and carries a variety of goods, we think that this manner of showing goods tends to increase her sales. It is better to have a good representation of the stock so it can readily be seen.

In a small community where considerable trade comes in from the country it is a good idea, if possible, to have a place where ladies may wait; also affording a little privacy. If you can arrange for a little lounging room it is well to have it in the rear of your store, as privacy and the front door are hardly compatible. Besides, in a small place the millinery store is often quite a little meeting place for ladies of the town and surrounding country. This is a good feature if the milliner does not waste too much time entertaining. The best way to do is to place the room at the disposal of visitors and, if there is no chance of making a sale to them, allow them to look after themselves.—Western Milliner.

SUMMER MILLINERY OPENING.

A most satisfactory Summer millinery opening was that held by Messrs. Caverhill & Kissock on Tuesday, April 22. The attendance was very large, and included buyers from Quebec, Ottawa, and other cities at a distance as well as a great many people from the surrounding country. The hats were a handsome assortment, the patterns all showing excellent taste. The representative of "The Review," noticed among others, some designs of Lynn Faulkner, Margin-Maurice, and Pouyanne. Tulles were used considerably, and also chiffons and soft effect wide ribbons. The makes most admired were louisines and soft-effect glaces. The ribbons shown included a varied assortment of all the latest and most popular tints, in addition to some figured goods which were in good demand. Fancy silks, for blouses and other Summer garments, were shown in this department, and attracted a good deal of attention. Satin and velvet ribbons sold freely, and were shown in all the popular widths.

To supply the great demand for flowers and foliage Messrs. Caverhill & Kissock displayed a very large assortment which was much admired by all the visitors. These will be largely used in the Summer millinery. Roses are the leading feature in this line. The flowers were shown in every variety of color, from the strongest shades to the most delicate tints. In this connection must be mentioned a device which the firm used to display their flowers, and which, at the same time, provided a handsome decoration for the rooms. Two large crowns, composed entirely of flowers, were suspended over the showrooms, where they could be seen from all the floors. One for the King, was in Coronation red, and was very beautiful; the other, all in white, for the Queen, was no less attractive.

Pearl cabuchons and pearl ornaments of all kinds were in immense profusion. These are in good demand for the Summer millinery, and nowhere can the trade obtain a wider choice than in this house. Hats, with large feathers in them, were a noticeable feature of the opening also.

Lace, of course, was taken readily. The assortment shown comprised a range of all the styles and makes that are now in such demand, and these will form very handsome trimmings. A good assortment of straws was shown. These sold well for making up certain shapes of hats that the milliner might design herself and be unable to obtain from any stock.

On the ground floor a throng of visitors admired the straw hats. Those that attracted the most notice were the "Exposition" and "Torrington," in burnt straw, a shade that is in great demand for Summer. Another handsome line of novelties were the satin-crown hats, with fancy braid trims. The "Vance" and "Baroness" were among the most popular shapes. Black and white straws sold well. A tricorn shape, called the "Puritan," which was shown in different designs in black, white and colors, was well liked and had a splendid sale. Natural straws held their own. These are always pretty and effective, being easily worn, and becoming almost every color of hair.

The firm reported that ready-to-wear hats went much better than was generally anticipated during the early part of the season. These are apparently still popular with the trade.

CHAT WITH A BUYER.

Mr. Davidson, dress goods buyer for John Macdonald & Co., who has just returned from Europe, chatted with "The Review" about the coming season. It is an enormous lace season. Americans have been buying Saxony laces from London stocks. Sales of white stuff, lawns, India linens, etc., are very large. In dress goods, a range of black silk grenadines have been brought in especially for Summer trade. A leader in 50-inch black alpacas for Summer wear will retail at 50c. Asked as to a possible revival of fancies for dressed fabrics next season, Mr. Davidson said it might not come so quickly as that. Still, there were signs of a change in the knot effects and knicker effects now so popular. These and other new designs suggested a revival of fancies.

EARLY CLOSING IN TRURO.

A large number of the stores in Truro have been trying the early-closing scheme during the last three months and now several lines are renewing their arrangement. All the dry goods stores have agreed to close every evening excepting Tuesdays, Thursdays and Saturdays for nine months of the year, and for January, February and March they will, in future, keep open but one night a week—Saturdays. All lines find the saving in lighting more than makes up for lost evening profits.

The Brock Co., Toronto, have received new lines in both cream, white and colored silk handkerchiefs to retail from 25c. to $1 each; also some choice lines in Windsor ties, checks and stripes, which make popular 25c. sellers.

W. A. Denton, of John Macdonald & Co.; James D. Allan, of Allan & Co., have returned to Toronto and received a welcome from many friends. They were among the delayed steamer Etruria's passengers who were landed at the Azores, and had such a trying experience.

HARD TO BEAT

— are our —

HATS, CHIFFONS, LACES, FLOWERS,

Black and Colored Moire Silk.

We carry the most complete and desirable assortment obtainable in the above lines. Leading dealers throughout Canada are handling our goods. Are you ? If not, send to us for particulars, and be sure and see our travellers' samples before purchasing.

CORRESPONDENCE INVITED.

CAVERHILL & KISSOCK

91 St. Peter Street, - - - - MONTREAL.

ALSO AT VANCOUVER, OTTAWA, TORONTO, QUEBEC, HALIFAX.

"Lawrus" Fabrics.

These fabrics include several specialties in Black and Colored Dress Goods, and a large and varied assortment of High-Class Rainproof Goods, all of which fabrics are most suitable for the Canadian market.

Every Yard Stamped "LAWRUS."

Supplied only by

LAW, RUSSELL & CO.,

BRADFORD, ENGLAND.

Representatives:

McCLUNG & BURNS,
TORONTO,
ONT.

A. L. GILPIN,
MONTREAL,
QUE.

J. A. MURRAY,
ST. JOHN,
N.B.

J. A. BRYSON & CO.,
WINNIPEG,
MAN.

To the Trade

We are greatly pleased with the orders we are receiving for Fall through our various representatives from the Atlantic to the Pacific, and we would ask you to reserve your orders until you see our samples.

The Watson Mfg. Co., LIMITED

PARIS, ONT.

MAKERS OF MEN'S, LADIES' AND CHILDREN'S UNDERWEAR

PEWNY'S KID GLOVES

ARE SOLD BY ALL THE LEADING STORES THROUGHOUT CANADA.

What has made them so popular with the trade?

The **FIT** and **QUALITY,** backed up by the maker's guarantee with every pair.

WE HAVE NOW IN STOCK a large assortment for

SPRING 1902

and can fill all orders for the latest Styles and Colors promptly.

Handle this line and make handsome profits.

S. GREENSHIELDS, SON & CO.

Sole Selling Agents for Canada. MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, BC.

R. B. HUTCHISON & CO.

Jobbers in Woollens,

80 Bay St., TORONTO.

A LARGE VARIETY OF

Fancy Suitings and Trouserings.

Black and Blue Worsteds and the Nobby Black and White effects in Scotch and Irish Tweeds.

Please note change in address to the Jessop Building, No. 80 Bay Street.

Our Motto: "Short dates and close prices."

MILLINERY

THIS IS OUR SPECIALTY AND WE AIM TO EXCEL IN IT.

For Sorting Orders for the 24th May holiday trade our **Letter Order Department** is at your service.

AND A LARGE STOCK OF THE LATEST GOODS ON THE MARKET IS BEHIND IT.

Let us know your wants and we can fill them.

THE JOHN D. IVEY CO., LIMITED

Toronto. Montreal. Winnipeg.

FURS

Our Samples are now in our travellers' hands, and will be submitted for your inspection shortly.

Many novelties are being introduced for the coming season, and values, in face of the advance in raw materials, never better.

With largely-increased accommodation in our new factory, we are in a better position than ever to insure early deliveries, exceptional values and high-class workmanship.

James Coristine & Co., Limited

MONTREAL.

Newest Millinery for

Whether you

ORDER FROM SAMPLE,
ORDER BY LETTER,
OR TELEPHONE FOR GOODS,

you want the newest goods at the lowest price.

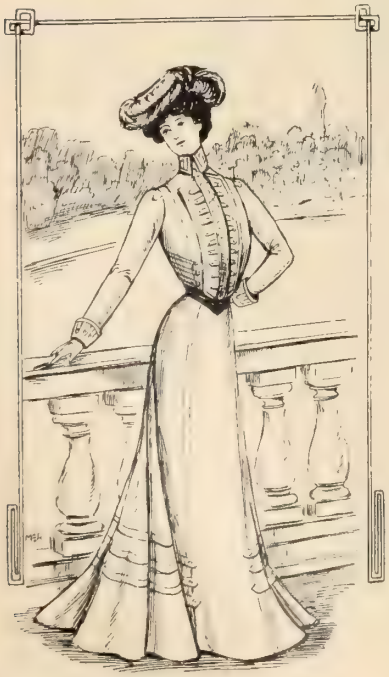
WE RECEIVE NEW GOODS ALMOST EVERY DAY.

J. W. PENNOCK &

Brice, Palmer & Co.

Telegrams
"Eminent"
London

London, Eng.



BRICE, PALMER & CO.,
LONDON, ENGLAND.
Warehouse: 14 Cannon st., E.C.
Factory: 90-92-94-96
City Road, E.C.

Manufacturers of

THE "EMINENT" RAINCOATS

Ladies', Misses', and Children's

CLOAKS and SUITS

We have appointed

CUFFE, POOLER & DOUGLAS

1 WEST WELLINGTON ST., TORONTO

our representatives for Canada. Samples to be seen at their warehouse.

the Sorting Season.

Our stock is all new.

Our prices please, and we give particular attention to orders by mail and telephone.

Send us a trial order.

Long Distance Telephone, No. 3606 Main.

COMPANY, 44 YONGE STREET, TORONTO.

TORONTO, April 30th, 1902.

Removal Notice.

We are pleased to notify you that our address is now **36 WELLINGTON ST. E.** During the past year we found that our business had so increased that it became necessary to double the capacity of our factory, as well as to secure more convenient and suitable premises, which we now have done.

Our sample styles for Fall will be complete early in May, when the representative who covers your territory will call on you. The experience of many years in Cloakmaking has induced us to delay making up styles for any particular season until the leading American designers and manufacturers, who thoroughly canvass the "knowing" cloak experts, have placed on the market their designs. You are then assured of having in stock the styles which the people will want when the selling season is on, instead of goods which were in fashion six months earlier.

Should it be impossible for our traveller to reach you on or about your buying time, and you do not find it convenient to be in Toronto, a Post Card will bring you such information or samples as you may require. We want at least part of your trade.

Respectfully yours,

THE MERCHANTS MANTLE MFG. CO., Limited.

The money invested in a Cash Carrier pays a better profit than that in any other fixture or line of merchandise.

The Lamson Rapid Spring Cash Carrier

IS ONE OF THE BEST.

Over 100,000 in use.

FREDERICK C. CUTTING,

Cable, Spring, Gravity, Pneumatic Cash Carriers and Parcel Carriers of all kinds.

117-119 Simcoe St., Toronto.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

1,000 Good White Business Envelopes for $1.00



ANY PRINTING. We do good Printing cheap—500 Statements, 500 Noteheads, 500 Envelopes for $2.50.

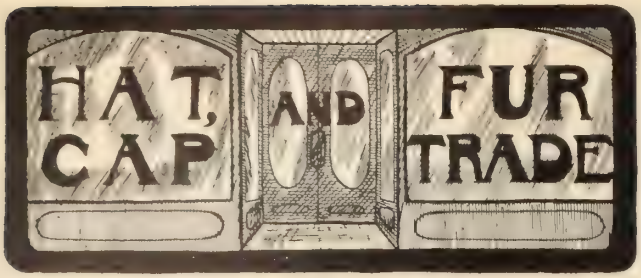
SNAPS IN STATIONERY OF ALL KINDS — Business Pencils, $1.00 gross, regular $1.50. Write us your wants.

WEESE & CO., Jobbers, 54 Yonge St., **Toronto.**

WANTED.

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.



THE Spring shipments have now been completed, and the sorting season, on account of the early opening of Spring, commenced well. Panama shapes are being largely shown, and they are meeting with a good demand, quite a number of repeat orders having been booked. All the staple shapes have held their own. The outlook for the Summer trade is most favorable. The early opening of navigation gave an impetus to the hat trade as well as other lines, and business from now will continue to improve.

The Spring Hat Trade.

As soon as the roads get into better shape for wheeling, soft hats may be expected to sell, though the general impression is that the demand for these hats will not be as great as in past seasons. So far the business done has been mainly in caps, and, even in this class of goods, there has been some decrease in sales.

In stiff hats, the American manufacturers are showing several new styles, which, however, have not met with a very cordial reception in this country, as they are a little too "advanced" for the ordinary wearer. The prevailing style to-day is for the staple shapes in stiff hats.

Some retailers have been endeavoring to push Panama brims on stiff hats, but with only a moderate success. We do not think this style can remain in favor very long, and would advise careful buying on such goods.

There are a great many shades selling in soft hats; in fact, almost every color shown goes well. The most popular are steels, pearls, blue pearls, smoke and brown, and, of course, black. Stiff hats in colors sell to only a limited extent, black being the only color that is wanted in that line.

As to straw for the coming Summer season, the variety is great. Although rough straws have been shown and sold greatly during the past two seasons, they are still asked for and the probability is that they will be good for the Summer. The prevailing style on the New York market shows a slightly wider brim and lower crown, with a 15 to 18-line band. Panama hats are also in good demand, but the price restricts this trade to a great extent to the high-class houses. A low-priced Panama would find an excellent sale to the popular trade in all markets.

With regard to the Fall trade, it is timely to call attention to the fact that buyers who have placed their orders early can alone expect prompt deliveries, as present indications are that the trade will be unusually heavy and the capacity of manufacturers will be taxed to the utmost.

James Coristine & Co. have been very successful with their low-priced Panama straw hats. This is a line that can be retailed at $2.25 to $2.75, and the retail trade has rightly judged that such an article would meet with a ready demand from those who do not care to invest in the more costly hats. In soft felt hats they show a large assortment of the popular Panama shapes in all the seasonable colors. Particularly attractive are the steel and pearl greys. The stock has now been removed to the handsome new building at the corner of St. Paul and St. Nicholas streets, and the warehouse is rapidly approaching completion.

Panama Straws.

A story of a Panama hat, and the price thereof, has both a trade and a personal interest. A Canadian buyer who was in London the other day had a commission to buy a Panama hat for a friend. The latter had said, "Get a good one, mind," and so the Canadian went at once to Henry Heath & Co.'s, on Oxford street, and asked to be shown their Panamas. The cheap ones were shown first, but did not appear "good" enough, so the finer grades were produced, until £10, 15 guineas, etc., began to make the would-be buyer's brain dizzy. "Per dozen," he murmured. "No, sir," retorted the salesman sharply, "each." Fifteen guineas for one straw hat! The buyer hazarded the opinion that few people would pay such prices. "Yes, sir," was the reply, "I sold one the other day to a Toronto gentleman at £10." The Canadian withdrew without purchasing, deciding that his friend hadn't a head soft enough to put under a $75 hat. And he was right. The head in question is a good Scotch hard head.

A Hat for $75.

Swift, Copeland & Co. report Fall orders coming in well. Orders for tams and caps are especially good. Their new lines of furs are meeting with favor, and dealers in these will do well to see them.

NEW GOODS.

S. Greenshields, Son & Co. are showing some new designs in openwork cotton and lisle hose in the ladies' goods department, and some special values in plain and ribbed cashmere are offered. Goods that are very much in demand are their dome fastener lisle and taffeta gloves. A large range of guipure insertions, cream, black and linen, have lately been put into stock and are being picked up rapidly. There are also some special values shown in white Victoria lawns, in popular prices, for which it would be advisable to inquire as present indications point to a very large demand for such white goods. A special, not to be overlooked, are the Swiss embroidered handkerchiefs, of which there are 2,000 dozen, to be sold to the trade at $1 per dozen. This is claimed to be the best value ever offered in these goods. Besides these, specials in hemstitched lawn handkerchiefs are shown at job prices, 22½c., 31½c., 35c., and 45c. A large assortment of the newest parasols, ladies' and children's, are shown ranging from 16½c. up to $2 each. Two special lots of sunshades are offered to the trade at $9 and $12 per dozen. These are remarkably good value. Swiss spot muslins continue to sell well, and a complete range will be found here. Organdie muslins, in white and colors, and also dimities are moving well. This stock comprises a very attractive assortment. A handsome assortment of ladies' stock collars and fancy silk bows, latest American novelties, are shown from $2.25 up to $9.

The special rubber coat of The Beaver Rubber Clothing Co., Limited, called "Dandy," is one of the best sellers in this line ever put on the market, and is well worth being carried in stock by every retailer.

The H. B. Claflin Co.

NEW YORK

. . has the . .

MOST IMPORTANT STOCKS

...of...

General Dry Goods Fancy Goods and Small Wares in the World.

There are at all times Specials in Every Department.

At the present time we offer from a great variety the following, which represent the

BEST VALUES IN NEW YORK:

Woven Cheviot Working Shirts.—Single-breasted, full length, extra wide, felled seams. Pocket, collar band and double-stitched. Packed one dozen in box. Assorted colors and sizes. No. 1123.—Men's sizes, 14½ to 17—$3.80 per dozen, net 30 days. No. 112B.—Boys' sizes, 12½ to 14—$3.50 per dozen, net 30 days. No. 1124X.—Men's extra sizes, 17½ to 19—$4.00 per dozen, net 30 days. By taking the Mill's entire stock of these goods we are enabled to make this very attractive offering.

Star Seller.—Lot No. 5. Fine Woven Corded Madras Negligee Shirts. Detached cuffs. Thirty-six new stylish patterns. One-half dozen of a size in box. Assorted colors, ox-blood, medium and light blue. Pearl buttons. Sizes 14 to 17, $4.50 per dozen. Sizes 12 to 14, $4.25 per dozen. There will probably be a scarcity of medium price Madras Shirts this summer, as the mills cannot supply one-quarter the demand for this cloth. If you wish to prepare for that emergency we shall be pleased to receive your orders at once.

Special in Men's Brown Balbriggan Underwear. 30 gauge. Strictly firsts. By case only, 36 dozen to case, assorted as follows: Shirts, 20 doz., 34-2, 36-5, 38-6, 40-4, 42-2, 44-1. Drawers, 16 doz., 30-1, 32-3, 34-4, 36-4, 38-2, 40-1, 42-1. $3.50 Reg. Samples sent upon request. Description: Shirts—French neck, hemmed tail, 3 pearl buttons, Prussian silk binding. Drawers—French straps, suspender tapes, double gusset, 3 pearl buttons, extra quality jean facings.

Extra Fine Batiste (32 inches wide).—Regular 10-cent quality. Price, 8c. net.

Three Leaders in Umbrellas.—An advance offering of the very latest production in Pearl Handles, six styles. This is an article that will appeal to those desiring style and service at a small cost. Best quality of pearl. The mountings are works of art. Oxydized silver on white metal. Attractive, artistic, durable. No. 37—26-inch. 75 cents, net 30 days. **Mercerized Gloria.** 8-rib paragon frame. Best steel rods. Hemmed and guarded. Silk crocheted ring ties. No. 45—26-inch. 75 cents, net 30 days. **Mercerized Carola.** 8-rib paragon frame. Best steel rods. Hemmed and guarded. Silk crocheted ring ties. No. 149—26-inch. $1.07½, net 30 days. **Union Silk Taffeta.** 7-rib paragon frame. Silk case and tassel.

THE REVIEW'S DIRECTORY OF AGENTS.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO—and MONTREAL.
Dry Goods Commission Agents.
Representing: WM. SIMPSON SONS & CO., Philapelphia, Pa. Prints, Linings and Draperies.
CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear.
D. SANDEMAN & CO., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS, Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

HOSIERY MANUFACTURER, of Leicester, England, requires
REPRESENTATIVE IN CANADA
for Hose, Half-Hose, Children's Socks, etc. Would prefer firm that can guarantee own accounts. Apply, Box 88,
THE DRY GOODS REVIEW, Toronto.

ADVERTISING IN WESTERN CANADA will be . . .
CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.



BERNARD CAIRNS
Leader in
RUBBER STAMPS
PRICE MARKERS, Etc.
10 King Street West, - Toronto.
Awarded Diploma at Toronto Exposition, 1901.

THE C. G. YOUNG CO.
RUBBER STAMPS
AND SUPPLIES
No. 1 Adelaide Street East, - TORONTO

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STAPLEY & SMITH

MANUFACTURERS OF THE CELEBRATED

"Hibernia"

Hand Made

Hibernia HAND MADE TRADE MARK. S&S



"Sterling"

Lock Stitch

Sterling LOCK STITCH TRADE MARK. S&S

UNDERWEAR

For Ladies and Children.

Baby-Linen

Infants' Millinery

Infants' Costumes and Pelisses

Ladies' Skirts and Blouses

Dressing-Gowns and Jackets

CORSETS



"Alpine" Natural Underwear for Ladies and Children.



FACTORIES—

London, Strabane, Londonderry.

128 London Wall

LONDON, E.C.

Catalogues supplied on application.



To The Trade.

May 1902.

ANOTHER SEASON

On the thirty-first day of this month we finish our semi-annual stock-taking, and, as usual, there will be some clearing lines between now and then. Wednesday 14th, 21st and 28th will be special sale days for all odds and ends and clearing lines during the month. Our Spring season has been the largest on record. every week showing a substantial gain in our sales. We want the month of May to be a record May month. You can therefore expect to see when visiting our warehouses extraordinary value. Our stock of regular lines in Summer goods is fully assorted, such as Victoria Lawns, Organdies, Nainsook, India Linen, Swiss Mull, Satin Check, Swiss Spot, Lappet Spot Muslins; Black Silk Grenadines, in Stripe, Check and Floral Designs, Black Crepe-de-Chenes, Black and Colored Voilles; Cream Serges, Colored Alpacas, in Brown, Cardinal and Navy, Colored Cashmere, complete range of colors; Val., Saxony and Guipure Laces; Cotton Hose, in Ladies', Misses', and Children's sizes—The "Imperial" Brand (Hermsdorf Dye); Silk, Taffeta and Lisle Thread Gloves, in Black, White, Cream and Colors.

Men's Balbriggan, Natural Wool and Cotton Underwear, Cotton and Cashmere Half-Hose, Ready-made and Neglige Shirts, Braces, Neckwear, Bathing Suits and Trunks, Lustre Coats. A full assorted stock of Smallwares always on hand.

John Macdonald & Co.

Wellington and Front Streets East, — Toronto.



VOL. XII. MONTREAL AND TORONTO, JUNE, 1902. No. 6

FOR LACE NOVELTIES
OF EVERY KIND
A GO-AHEAD FIRM
IS THAT OF
TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,	APRONS,
LACES,	ROBES,
VEILINGS,	CRAVATS,
MADE-UP-LACE,	COLLARS,
BLOUSES,	BELTS, ETC.

TIDSWELLS Factory: Old St., London.
3 and 2 WOOD STREET,
Also at Glasgow, Sydney and Melbourne. LONDON, ENG.

Mantles,
COSTUMES, SKIRTS, ETC.

Canadian Buyers will always find the very latest Novelties in Ladies' and Children's

Jackets, Skirts, Mackintoshes, Capes, Etc., Etc.

in our showrooms. Special attention is being given to the requirements of the Canadian Trade, and we will be glad to show our samples, and learn your needs.

Mr. Robert Edminson is now acting as our Agent for the Dominion of Canada.

CORBY, PALMER & STEWART
39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

THE BEST DRESS GOODS ALWAYS BRING TRADE.
PRIESTLEY'S DRESS FABRICS
WILL DO THIS FOR YOU.
Ever popular because of their
STYLISH EFFECT and WEARING QUALITIES.
THEY SELL THEMSELVES.

S. GREENSHIELDS, SON & CO., MONTREAL.
Sole Agents for Canada.

WYLD-DARLING

WHOLESALE DRY GOODS. **COMPANY, LIMITED.** MANUFACTURERS, TORONTO.

SUMMER **Novelties** { Fancy Lace Hosiery. Colored Muslins. Wide Neck Ribbons. Striped Flannel Suitings.

INTERESTING **Jobs** { in all departments at prices to stimulate trade and attract BUYERS.

LADIES' HOSIERY

Complete stock plain and ribbed Black Cashmere and Black Cotton in all our popular numbers.

Maco and Natural Wool Split Soles and Polka Dot Cotton Retail 25c.

Black Lace Hose. Retail 25c. 35c. and 50c.

HOUSEHOLD GOODS

White and Colored Quilts.

Bleached and Unbleached Tablings.

All Sizes Napkins

Huck and Damask Towels.

White and Colored Bath Towels.

Summer Dress Stuffs.

Scotch Spot Muslins.
Swiss Spot Muslins.
Scotch Taffetas.
Printed Organdies.
Dimities, Foulards.
Silkalines.
Victoria Lawns,
India Linons,
Linen Batistes in
Endless variety.

MEN'S CLOTHS

Twill Worsted Coatings "Wyld's Special" and "Beaver" Black and Blue. Serge Suitings Atlantic, Pacific, Trilby, etc., all in stock, Black and Indigo. 54-in. Black Italians A1 Special, Aberdeen, etc. 54-in. Black Mohair Serges, Britannic, Germanic, etc.

MEN'S WEAR

Neglige Colored Shirts separate cuffs large assortment of patterns Retail 50c.

The latest "New York" Shirt—just opened.

Special Line Men's Umbrellas—Retail $1.00.

Write for sample dozen.

Lisle Thread Elastic Braces made specially for Summer wear, Retail 25c. and 50c.

TRAVELLERS { are now showing full range of Fall Samples of Cottons, Flannels, Flannelettes, Wrapperettes, Woollens, Hosiery, Underwear, Dress Goods, Fancy Linens, etc.

VISIT OUR DEPARTMENTS.

Letter-Orders-Promptly-Shipped. **WYLD-DARLING** COMPANY, Limited.

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ASSOCIATION issues policies on all approved plans of insurance, and is a prosperous and progressive Canadian Company.

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W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO.

AT THE

Montreal Horse Show



The Canadian Transfer Co.

Took First, Second and Third Prizes in their class. Their men were all attired in

"Rooster Brand"

Overalls and Jackets

which greatly added to their appearance.

"Rooster Brand" goods always take first place.

ROBERT C. WILKINS,

Manufacturer of Overalls, Shirts, Pants, Summer Clothing, etc.

MONTREAL.

S. GREENSHIELDS, SON & CO.

MONTREAL.

Our travellers have now with them samples for

FALL 1902.

These include many lines which we control, and which it will be to your advantage to look over.

We have still a few **snaps** left over from stocktaking, which should be picked up at once.

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

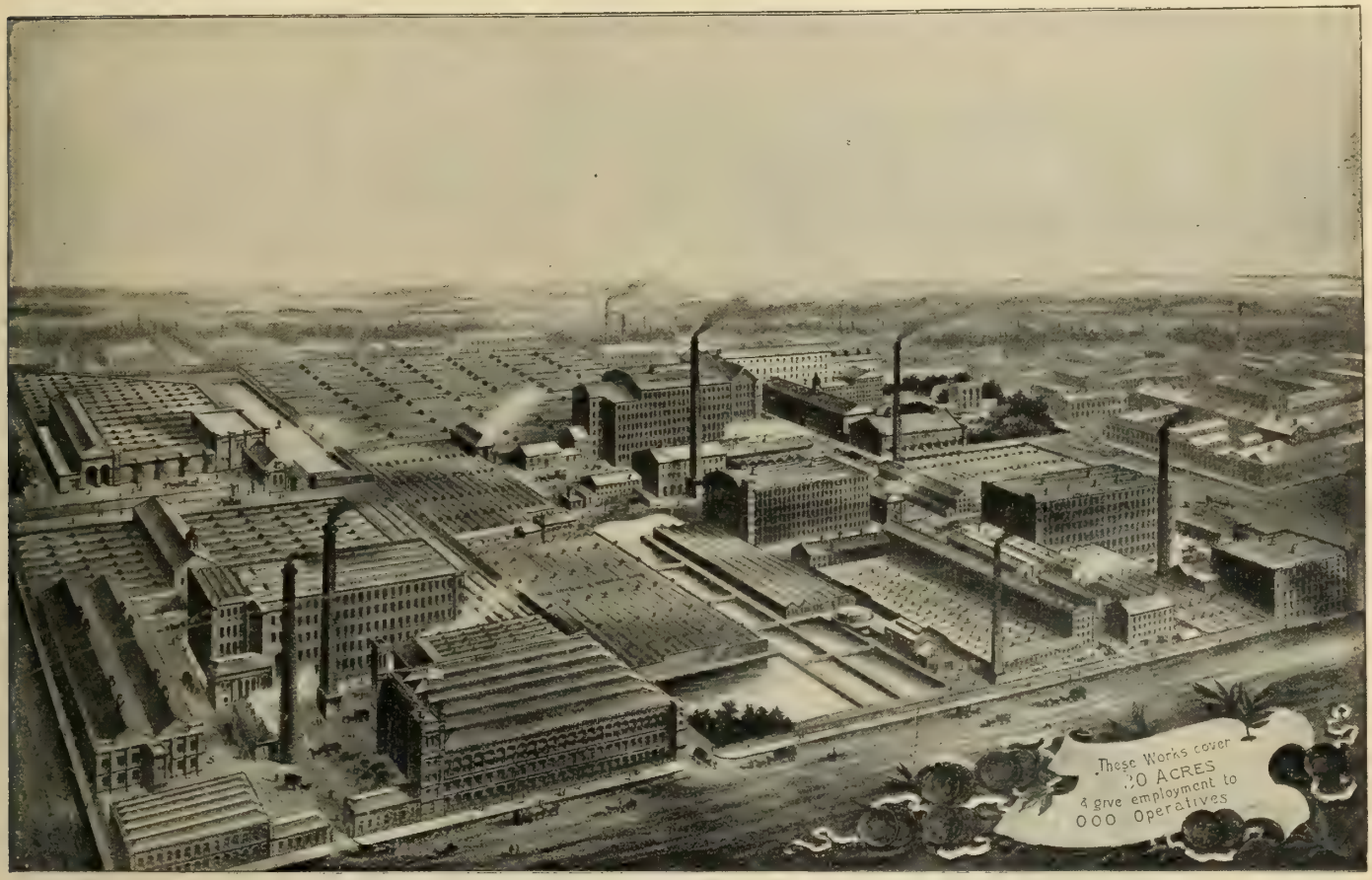
Capital, $14,500,000. Employees, 12,000

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Plain Dress Goods, British and Foreign
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Silks and Velvets
Velveteens
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Table Damasks, Towels and Tray Linens
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Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
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Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

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WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

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Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.

The Celebrated C.B. Corsets (Patented and Registered)

ENGLISH MANUFACTURE

Have far and away the largest sale of any corsets in the world, being sold throughout the United Kingdom and British Colonies by 13,000 drapers to upwards of **4,000,000 Corset wearers.**

C. B. Corsets occupy a unique position in England—the test market of the world—where manufacturers from every stay-producing country compete upon equal terms—owing to their immense superiority over all rival corsets in the four following essentials: Perfection of shape, extreme durability, beauty of finish, and moderation in price. C. B. Corsets are pre-eminently suited to Canadian requirements, and quickly attract an important trade, easy to cultivate and capable of very considerable expansion.

C. B. Corsets represent a standard of excellence to which lesser-known corsets do not pretend.



The many, if unsuccessful, imitations of C.B. Corsets form flattering testimony to the sterling merit of the latter.

Our organization for the production of the Celebrated C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the best appointed factories in the United Kingdom. Embodied in the manufacture of C. B. Corsets are processes invented by, and known only to, ourselves, the result of which has been to produce a style and mathematical correctness in fit hitherto unknown.

We hold a finished stock of 50,000 dozens, and are able to execute practically every order by return.

SOLE MANUFACTURERS:

Charles Bayer & Company

Victoria Buildings, Golden Lane, London.
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Ideal Stay Factory, Oldland Common, England.
Baystar Stay Factory, Landport, England.

Imperial Stay Factory, Portsea, England.
Star Factory, Londonderry, Ireland.
Flinders Lane, Melbourne, Australia.
Barrack Street, Sydney, Australia.
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CANADIAN REPRESENTATIVES: **The British Import Co. of Toronto, 1 West Wellington St., Toronto**

"FALL 1902."

In addition to our large collection of *FANCY DRY GOODS,* which has been thoroughly replenished in all departments for the assorting trade, our travellers are now carrying a full line for *FALL 1902,* in *JACKETS, COSTUMES, SKIRTS, BLOUSES, WRAPPERS, UNDERWEAR, DRESS GOODS* and *CLOAKINGS.*

"The early bird gets the worm," and if you would secure early and prompt delivery, give us a chance to do your orders justice by placing them early.

The Lace Warehouse of Canada.

KYLE, CHEESBROUGH & CO., 16 St. Helen Street, MONTREAL

—MADE IN CANADA—

—Oil Cloths—

Be Patriotic, and at same time get best value, by purchasing Canadian-made Oil Cloths.

WE SHOW SELECT AND UP-TO-DATE PATTERNS in

Floor Oil Cloth—3 qualities—$^4/_4$ to $^{10}/_4$ wide.
Canvas and Painted Back Stair Cloth
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Enamelled Stair Cloth.

Enamelled Muslins, Drills and Ducks.

The attention of dealers is called to the advantage of handling Canadian-made goods. It is worth money to get your orders and repeats filled promptly.

We have large producing facilities and give satisfactory deliveries.

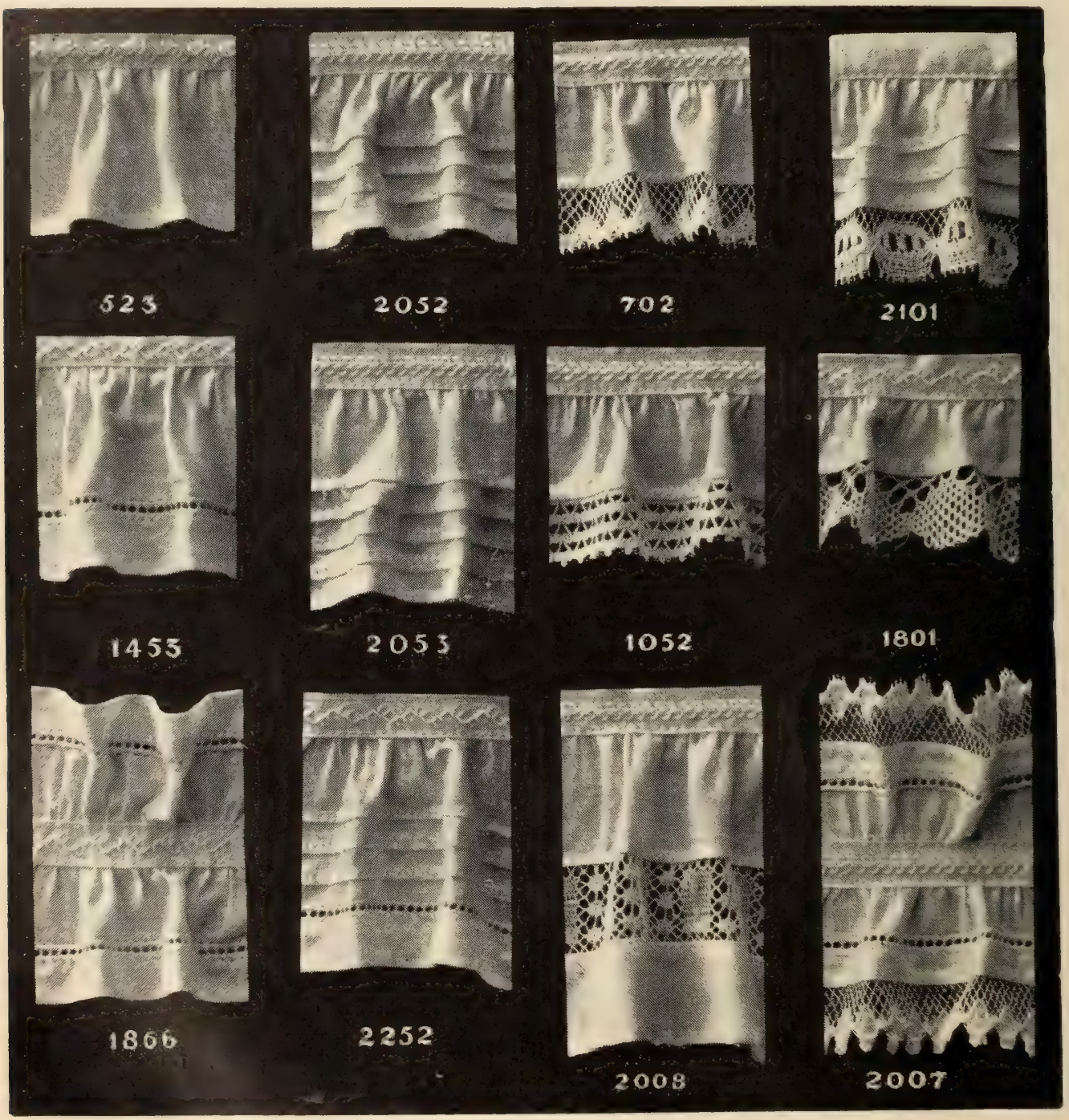
The Dominion Oil Cloth Co., Limited, Montreal

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.

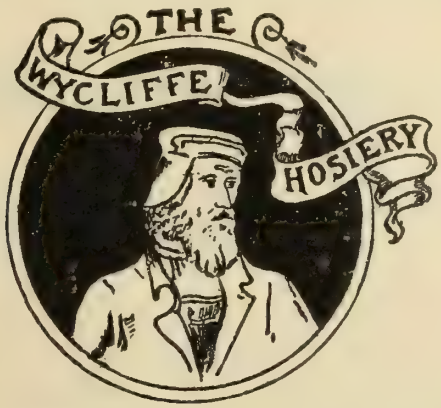


THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETYOF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

WYCLIFFE

Cashmere Hosiery



Pure Wool Unshrinkable Underwear

We are sole representatives in Canada for the celebrated **"Wycliffe"** Hosiery and Pure Wool Unshrinkable Underwear.

MANUFACTURED BY

GREENWOOD & MOULDS, LEICESTER, ENGLAND.

Also at 59 GRESHAM ST., LONDON.

A complete range of their samples are now in the hands of our travellers. We would respectfully ask Canadian merchants, when in England, to call on Messrs. Greenwood & Moulds and inspect their goods.

PRIME & RANKIN, 22 Front St. West, **TORONTO.**

Coronation—June 1902

"UNIO"

Largest Variety ! Best Designs ! ! Cheapest ! ! !

Range of **Souvenir Picture Handkerchiefs, FLAGS and Decorations**

AGAIN LEADS THE MARKET.





No. 100—24-in., "THE IMPERIAL."
Also other lines.

Various Designs
from 7½d. upwards.

Flags, Various Pictures and General Range.

Samples and Illustrated Lists now issued all over Canada. See you get our goods. All bear our Trade Mark ticket.

ASK YOUR WHOLESALE HOUSE FOR THEM.

Brown, Graham & Co.

37 GLASSFORD STREET,

Also LONDON and MANCHESTER. —— Glasgow

R. FLAWS & SON, Canadian Agents, TORONTO

The W. R. Brock Company, (Limited)

TORONTO.

FOR JUNE SORTING TRADE.

Specials in Hosiery, Gloves and Underwear.

Hosiery

INVADER	Seamless Plain Black Cotton Hose,	to retail at 10c.
O 12	" Ribbed " " "	" 20c.
M 50	Ribbed Black Cashmere	" 25c.
AE	2/1 Ribbed " "	" 50c.

Lace Hosiery, Full Length Ankle, etc.

Gloves

544 Cream Taffetta
650 White "
645 Greys "
} to retail at 25c.

Underwear

W162	Ladies' Vests,	to retail at	10c.
W139	" "	"	10c.
W165	" "	"	15c.
W149	" "	"	25c.
Dazzler	Men's Balbriggan,	"	25c.
Prairie	" "	"	40c.
F11	" "	"	50c.
Satin	" "	"	50c.
L16	" Natural Wool,	"	$1.00
D48	"	to retail at	$1.00 to $1.50
666	"	"	$1.50
B66	" Wolsey	"	$2.00 to $2.50

THE CANADIAN DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, JUNE, 1902. No. 6.

Our New York Dry Goods Letter.

Only Moderate Activity in Trade with Strikes a Disturbing Factor—Prices Fairly Steady—Some Slight Indications of Fall Fashions—Millinery Hints.

From Our Own Correspondent.

New York, May 22, 1902.



THAT there was moderate activity in the dry goods field despite a number of unfavorable conditions, is very good evidence of the generally healthy tone of the market. There was some lessened activity in Summer lines, due, as usual, to unseasonable weather; but the same excuses for bad business are heard every year, and this is no exception. On the whole, the dry goods trade has no complaint to make as to the general run of the Spring season, and that orders have been cut off rather abruptly is only what might have been expected after the large sales of the earlier end of the season.

ADVERSE TRADE FACTORS.

Attention is being more and more turned toward Fall goods and Fall materials; and while orders, in driblets, are coming in from the middle West and New England, labor troubles in various sections act adversely to the demands of the masses in the sections affected. The strike in the anthracite regions is of sufficient proportions to shut off considerable business in Pennsylvania, and most dry-goods houses withdrew their travellers the moment the strike was declared. High prices for foodstuffs have likewise interfered to some extent with the sale of dry goods in some sections of the country, where the margin between the actual necessities of subsistence, and even moderate comfort, was small.

THE CONDITIONS OF PRICES.

All of these items figure against the total of business, and are felt more in the primary market than would be supposed from casual observation. Nevertheless, there have been no serious changes in prices, and while declines have taken place in some lines of goods, desirable merchandise has not gone begging. The cotton market has been more or less unsteady, so far as the future market for the raw material is concerned, but the spot market has held uniformly firm, and earlier predictions as to high prices have been verified. The speculative element seems to control the primary market, and a variation of one cent per pound in one week is only one evidence of the state of sentiment.

REDUCTION IN PRINT CLOTHS.

For the first time in many weeks there was a slight recession in the price of print-cloths in Fall River. The cut in price is more in name than in reality, as the amount of goods for sale is very limited, and the first spurt of activity is likely to result in an advance to the higher levels. Fall prices have been fairly well settled above three cents., and the large proportion of the output was sold long ago. In the finer grades prices continue to be exceptionally firm, and goods, both finished and in the grey, are not to be had except for very distant delivery.

TREND IN FABRICS.

The immediate demand for sheer materials has fallen off perceptibly, but the supply is in the hands of retailers, and the burden of marketing them will fall on their shoulders. Piques and mercerized Madras are in good request, as they are better adapted to the colder climatic conditions. Brocades in twig and spray effects, particularly for waists,

are scarce and popular. Lawns are scarce in first hands, but plentiful in the hands of jobbers and the cutting-up trade.

FASHIONS IN SILKS.

Silks are not nearly so active as they have been, but Fall orders have been on a liberal scale, and there is no pressure of goods on the market. Clean stocks are the rule, and outside of odd colors there are no lots of any importance to disturb the level of prices. Foulards are still backward, but are being quietly absorbed at slightly lower figures than last year. Strikes in the silk mills have not interfered with the immediate market to any appreciable extent. A great deal of interest has been aroused in shepherd checks in blue and white and black and white, but there is no quantity of this class of goods to be had, and it is too late to make more. The prime favorites are still Shantung pongees, and their application is more varied than ever. White has naturally been the predominating shade.

For the Fall a revival in moires and moire effects is looked for, but there are many doubts expressed as to the eventful outcome. Moires have never been popular for many consecutive seasons, and conservative silkmen are not enthusiastic.

VELVETS.

In the velvet field, interest is centred on hollow-cut cords, which promise to be favorites with early buyers. Indications also point to a good sale for metal prints, especially for waists. Fancy velvets have been ordered in limited quantity.

In the woollen field, the strike in The American Woollen Mills Co.'s mills has not been as serious as was anticipated, and while a part of the orders have been withdrawn and placed with independent mills, an early Fall season would cause an appreciable shortage of goods. Fancy worsteds are the most affected. Wool crashes, for immediate use, are in request by the cutting-up trade for walking skirts.

ACTIVITY IN RIBBONS.

In the ribbon field there has been continuous activity; velvet ribbons, satins and gros grains vie with each other for first place, but the popularity is in the order named. Corded swivel effects are scarce and are absorbed as quickly as they come from the mills. Blacks are, as usual, the leaders, with white a close second.

RIBBONS IN MILLINERY.

Ribbons are being used in millinery even more than was earlier anticipated. Strikes in the ribbon mills disturb the future market, but up to the present have not interfered with deliveries. Manufacturers of ribbons have gone into a new departure in supplying the trade with ribbon bows ready made, and have added materially to their outlet by this means. Moire ribbons are still scarce, and promise to be with the leaders in the Fall as well.

HATS AND TRIMMINGS

In the millinery field there is noticeable a tendency in the higher-grade goods to use less flowers and more fancy feathers and aigrettes, but in the medium grades and popular-priced hats, flowers hold their own. Weather conditions have interfered with immediate business and the present demand is not brisk on any lines. Braids hold their own for shaped hats and continental and marquise models. The unveiling of the Rochambeau statue may be responsible for the revival of the Rochambeau hat. Exceptionally high brims are the characteristics of the prevailing models. There is a good demand for silk-draped leghorns, with and without quills. Burnt straw hats are having quite a run in the Southwest.

RUFFS AND BOAS.

In the neckwear field ruffs have the call as strongly as ever. The turn-down model of the automobile tie is the latest favorite in that direction, and is equally popular in linen and silk. Ribbon boas, with lace ends and combinations of ribbons and flowers, are in good demand. Folded stock collars of lawn and mull pinked, edged and embroidered, are selling well. Ascot ties are in limited demand.

CLOAKS AND SUITS.

In the cloak and suit field attention is already focussed on Fall, and advance lines of plush capes and the cheaper jackets were sent to the Pacific Coast early in the month. Twenty-seven-inch jackets have been ordered by the Western jobbers, and a few Newmarkets. Slotted seams promise to be the feature of Fall jackets and skirts, as well as what is left of the present season. Silk Etons are still selling. Light-covert jackets are also in fair demand.

SHIRT WAISTS.

In the shirt-waist field business is not so active as last year at the same period. China silks have the call. A novelty introduced by a leading house is the "Ping-Pong" waist, with tiny racquets and balls embroidered in contrasting color. This has met with instantaneous success, and seems to have struck a popular chord. Slot-seam effects also appear in waists. There is a tendency favoring short sleeves, and many reorders on this class are coming in.

On some of the newer styles, round yokes of Valenciennes lace appear, and are well thought of by prominent buyers. A new model of coat, similiar to the "Middy" coat, with two box plaits in front and back, loose fitting in front, and with more or less of a kimona effect, are finding favor. Yoke effects are coming in again, and are shown in many models, particularly in Japanese silks. Lace trimmings are more profusely used than in other seasons on the latter.

In separate skirts, brillianties, plaited, are favorites of the moment. Wash skirts are not in active demand; whether this means that they will not come to the front, or whether the delay is owing to cold weather, is not apparent.

WM. J. BRANDT.

Youell & Wrong, Aylmer, Ont., have added a handsome bit of furniture to their store in a National cash register and cabinet. The machine is one of the most modern made by this company. The cabinet, which contains six tills, is finished in golden oak.

Our London Fashion Letter.

Popularity of the Black Silk Gown—Much Ornamentation in Vogue—Profuse Employment of Lace—Millinery Ideas—New Hat Shapes.

From Our Own Correspondent.

LONDON, May 17, 1902.

BLACK silk gowns are considered now the very height of fashion, and it is wonderful to note how the changes may be rung, even in the design of a black glace model. One of the smartest examples is where a full bell-shaped skirt of black glace is encircled with graduated bands of black piece velvet, reaching from the waist to the hem. With this is a short sac coatee, banded in the same way, and worn over a skirt of string-colored ring-spotted net. Another style is where the silk is finely tucked on the hips, and the lower part shows a very full flounce, with spaced fine tuckings, and between them large diamond-shaped medallions of black Chantilly lace.



Specially drawn and engraved for The Dry Goods Review.

A LONDON COSTUME.

A stylish Summer costume in grass lawn trimmed with lace insertion to match over an underslip of pink glace silk. The front of the bodice, the lower part of the sleeves, the bows, and waistband are of pink silk, and the whole is finished with a large lace collar.

* * *

AT the recent private view of the Royal Academy, there were quite a number of stylish black silk gowns to be noted, but all were lavishly ornamented with much tucking and application of either embroidery or lace. There was one exception, where a well-known Americanne, who is noted for her smart dressing, wore a tailor-made gown in thick black silk that was knife-pleated into a shaped hip part. With this was a coat bodice, cut short on the fronts, and ending in habit fashion at the back. The coat fronts were faced with a rich embroidery in black and white upon white panne, and opened to show a V shaped vest of the panne, with buttons of pearl. A large black hat with ostrich feathers completed this striking costume.

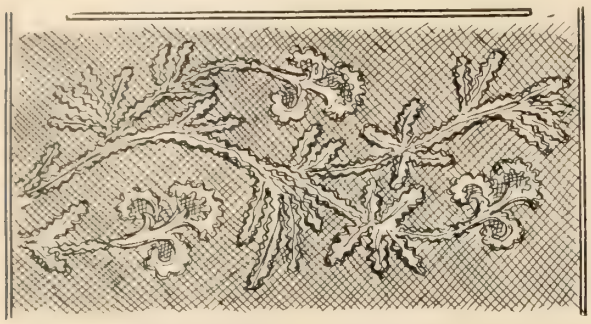
* * *

THE fullest display is now made of advanced fashions in all departments by the leading firms in the West End in their bidding for Coronation custom. If the truth must be told, there is no very great rush of trade concerned with this special purpose up to the present. The cold weather may account partly for this, but it is diffiicult to assign any one reason for the decided depression in trade generally. The extensive shows now being made are full of interest. The novelty is marked to a degree in nearly everything put forward, but noticeably so in the costumes and blouses. The latter take many varied forms, from the simple slip in muslin, silk, satin, lawn or lace, to the ornate model that is almost a coatee. An example is where a blouse in grass lawn is cut with a short pointed Eton coat over a tight-fitting bodice of the same color glace. To this is attached a corselet waistband ending in short, pleated coat-tails at the back. The lawn Eton is strapped with inch bands of the silk from the neck downwards. The elbow sleeves are strapped in the same fashion, and then are allowed to fall free to form a becoming frill. A lawn collar, with inset medallions of lace, covers the shoulders and ends on the fronts with a quaint jabot of lace (plisse). Small gold and blue enamel buttons fasten the vest-shaped fronts. This type of blouse is very largely patronized for theatre and restaurant wear—the places where the most advanced fashions are nowadays to be noted.

* * *

OTHER very striking patterns have short sacs of lace, chiffon, or lawn with lace applications. Of the most elegant character are the full loose blouses in such materials as crepe-de-chine or taffetas linon. Sometimes these have

narrow velvet strappings in novel designs, and again have soft ribbons in delicate shades, threaded through the fronts and tied in a big chou on the left side. To the majority of these smart styles there are becoming collars of lawn with lace galon, or of ring spot net with lace. Dressy bodices suitable for wearing with several skirts are in great demand, and the fabric employed is mostly glace silk with much fanciful ornamentation. A great amount of hand stitching distinguishes



Straw (lame) embroidering in pale blue upon ficelle tulle.

the best class tailor-made gowns and curious ideas as to trimmings are to be noted in the more exclusive models. Lame, the soft wool straw so much used now in millinery, is introduced into embroideries, and besides having its use for trimming cloth and canvas gowns is to be noted also on blouses and boas. It is embroidered upon net, and is dyed in exquisite tints that make a nice effect when applied to Paris or ficelle colored net or tulle.

* * *

SHOT glace strappings are very new, and are used with good effect upon costumes of face cloth, voile, canvas, homespuns, hopsack, estamine or alpaca. In a fine show made in a Regent street house this week of Paris tailor-mades, there was included a very smart gown in grey hopsack strapped and faced with brown linen relieved with just a suspicion of dull red. This costume was made with a novel blouse that bordered upon the Norfolk shape and was finished with small dull gold buttons and a neat stock and collar of dull red silk. Whilst on this subject it might be observed that with several plain tailor styles, neat turnover collars of linen or lawn with embroidered corners are very fashionably worn and are accompanied by a silk tie or short neat bow.

* * *

IN same tailor-made gowns, the designers are not content with one class of trimming, but add one to the other in a most curious fashion. As an instance, in the special show alluded to there was included a stylish gown with pouched blouse bodice, a grey homespun. This was strapped with grey glace, in addition to a trimming formed of grey cloth medallions, on which woollen lace centres were applied.

* * *

THE craze for the "French sailor" hat has in nowise abated. It is the big thing for popular sale, and it is invariably trimmed with a black velvet bow at the back. It has an eccentric rival now in a peculiar shape, not unlike a grocer's scoop, worn with the high part at the back. It is variously known as the "Casino" or "Monte Carlo," and is very deeply turned up at the back, sometimes seven or eight inches. This upturn narrows off to nothing on the front part. Panamas are being much boomed, but are not yet making their appearance. The weather conditions are, of course, against that. It will be curious to see, moreover, how the various big speculations made in these lines turn out at the end of the season. A novelty for men and women's wear, intended for river or country, are white wool hats in the Panama shape. They are beautifully light, can be folded up into a small compass, and have a very smart appearance that bids for success. In smart millinery, blue and green effects (ecossais) are the rage.

A. MEEHAN.

TRANSIENT TRADING.

The Divisional Court at Toronto has given judgment quashing the magistrate's conviction in the Ottawa case of the Crown vs. St. Pierre. This was a conviction under an Ottawa transient traders' by-law. The defendant canvassed for orders for clothes, exhibiting samples of goods and booking orders for clothing which was made in Montreal. The magistrate gave decision regarding this as a breach of the by-law. This the court now overrules.

Ald. Rosenthal, of Ottawa, who has been largely instrumental in having prosecution undertaken against transient traders, said he understood that the conviction had been quashed on a mere technicality, because the goods did not happen to be delivered in the city by the party who took the orders. If the goods had been delivered by him the representative would have laid himself open for conviction. Ald. Rosenthal believes that all outsiders who enter Ottawa to do business should contribute something to the municipality for the privilege, either in the shape of a license or paying taxes. He will keep his eye open and all those who attempt to evade the transient traders' by-law and its provisions will have to come to time or do business elsewhere.

GARMENT CUTTING MACHINES.

The Eastman Machine Co., Limited, say they are away behind their orders for their electric cloth-cutting machines. Some of their customers are: John P. Black & Co.; The T. Eaton Co., Limited (who use 11 machines); The Eclipse Whitewear Co., Limited; Gale Manufacturing Co.; Garland Manufacturing Co.; S. F. McKinnon & Co., Limited; Thomas May & Co.; MacFarland, Gray & Southgate, Limited; John Northway & Son, Limited; Wyld-Darling Co., Limited.

This company make a specialty of the manufacture of labor-saving machines and devices for garment makers generally. There office is now at 247 Yonge street, Toronto.

Hugh Lyons, of North End, St. John, N.B., will shortly commence a dry goods business on Main street, between Douglass avenue and Adelaide street.

Chas. Campbell, Richmond, Que., has sold his stock of dry goods en-bloc to P. J. Girard, the well-known storekeeper at Richmond Station. Mr. Campbell will devote his attention to the insurance and auction business.

LISTER & CO., Limited

Manningham Mills, BRADFORD.

Silk Velvets IMPROVED Finish. Black and Colors. For Millinery and Dress Purposes.

Panne and Mirror Velvets,
Coronation Velvets,
Silk Dress Plush.

As the demand for Silk Velvets is expected to be large,

EARLY ORDERS ARE URGENT.



SAVING THE WASTE.

Dry Goods Men Who Make Profit.

We sometimes wonder if business men have caught on to the importance of saving the waste. This is really where the profits come in business in these days of keen competition and close margins. On the shelves of every dry goods man there are hundreds of yards of goods that possess little real value—that are practically waste—because they are faded, off-color, out of fashion—in a word unsalable.

We take this stock and convert it into up-to-date fashionable goods—dye in the popular color of the season—or a good staple color that means ready selling at all times.

The cost of this change is very little. We do the work so well that an expert dry goods man will not tell the difference between these and fresh goods from the factory. We have been doing this for a quarter of a century for the best houses in the trade all over Canada.

R. PARKER & CO.,

Dyers and Finishers,

Head Office and Works, 787-791 Yonge St., TORONTO, ONT.

MONTREAL BRANCH: 1958 Notre Dame Street.

Noted Business Men.

Mr. John Claflin, of New York.

JOHN CLAFLIN is the son of H. B. Claflin. The founder of the greatest wholesale dry goods concern in New York, if not the oldest, was H. B. Claflin. The style of the house is The H. B. Claflin Company. The head of it is John Claflin, 52 years old, born in Brooklyn.

There is not a commercial centre on the continent where the Claflin name is unknown. But few know anything about John Claflin. For that matter, not many people in New York City outside of financial circles and corporations and a few clubs know anything about him, except that he is the head of the dry goods company.

There are, however, some reasons for all this. John Claflin is a busy man. He has had no time since he became the head of the house to cultivate acquaintances. He has had no fondness for posing. He shrinks from publicity. He is the antithesis of cynicism. He is the opposite of the recluse. There is no riddle in his life. But he does evade the curious.

Mr. Claflin, whose city home is No. 4 East Seventy-second street, goes down to business on a street car. He has no regular hours at the office. Quite often he goes further down town first. He is several times a bank director. He has varied interests in Wall street—but never as a speculator—and, if the business in that district is more urgent than it is in Church street, Mr. Claflin goes to Wall street first. He may not be at the big dry goods house before noon. He may not go there at all. If he does go there first, he may not tarry there 10 minutes. Sometimes he does not go to his own private office in the building. Quite frequently, for that matter, he will make a half-dozen trips in a day between Church street and Wall street, and unless there are atmospheric hinderances, he usually walks going and coming.

The stranger who loiters about the H. B. Claflin store for the purpose of finding out how Mr. Claflin looks had better not guess. There is nothing unusual in his dress or manner. He is a well-groomed business man. He is small in stature; his face is bearded—but neither black, nor light, nor grey; it is not even Van Dyked; it is just a "full beard," neatly trimmed; and he wears a Derby hat. The stranger might pick him out by his quick walk, for in this respect he is noticeable. It is a good mile from the Claflin store to Trinity Church. Mr. Claflin walks that mile in 15 minutes—and that in a Broadway crowd is quick time. The record on an unobstructed course is seven minutes.

Mr. Claflin transacts his business wherever that business is, if he can get to the place. All the business connected with The H. B. Claflin Company is transacted on Church street. That is only "one iron" in his fire. He holds the controlling interest in the big McCreery retail house in Twenty-third street. He is the same in the big Adams retail house in Sixth avenue. If he has any special business at either place he goes there. These two retail houses are as separate and distinct from The H. B. Claflin Company as if they were owned by non-residents.

Returned to H. B. Claflin & Co March 12 1903



MR. JOHN CLAFLIN, OF NEW YORK.

When one has any business with The H. B. Claflin Company one must go there to transact it. The house has not a branch office in Manhattan or in Brooklyn. If the country merchant wants to buy of the Claflin house he has two methods: He can come to the city or he can order by mail. There are no "commercial drummers" for the concern. Once a year, in April, a specified number of representatives from the house visit the leading cities—not the country towns—and get orders for Winter goods. That is the extent of the "personal drumming"—trade vernacular—done by John Claflin's house.

An acquaintance of Mr. Claflin left word for him one day to meet him at the Lawyers' Club for luncheon. Mr. Claflin's representative courteously replied that he would deliver the message, but added: "Mr. Claflin doesn't go to luncheon anywhere, unless there is a great urgent reason for it."

"Never has luncheon?" was the inquiry.

"Rarely. His luncheon consists of a bottle of koumiss," was the reply.

Characteristic of the man? Yes. When there is business, attend to business. When you want to eat, eat at eating hours. Dinner is the eating hour in New York.

Mr. Claflin attends the banquets of the Chamber of Commerce, or of any gathering where matters of interest to New York are to be discussed. He likes that sort of thing. He

never consents, in advance, to speak. He makes no pretention to after-dinner or other oratory. But once at the table, he is ready to speak at the proper time.

"He is no 10-minute speaker," said one of his friends who has been out with him. "He refuses to be limited. And this comes of the man's habit of exhausting whatever he undertakes. He is the most thorough man I ever knew. I have known him to talk for an hour on a 10-minutes' call, but so clear-cut is his style, so concise his manner of expression, that the hour seemed short."

Mr. Claflin's habit of exhausting subjects may be illustrated by a statement from an intimate friend, who was asked if Mr. Claflin had an extensive library.

"No," was the reply. "He has a good number of books, but he is not an omnivorous reader. He reads thoroughly whatever he does read, and he is as familiar with the histories of the authors that he reads as he is with the members of his own family."

Mr. Claflin's Summer home is at Morristown, N.J., and when he is there is an out-door man as much as possible. When he was a young man his hobby was travel. He made a journey, as a hunter, in South America, going on the line of the equator from the Pacific to the Atlantic. It is said that he traversed jungles where no white man had ever been before. Put him in the country with a gun, and his return is uncertain —particularly if the country is unknown.

John Claflin was born in Brooklyn, July 24, 1850. He is the namesake of his grandfather, who was a merchant at Milford, Mass., and who left his business to his son, Horace B. Claflin, father of the head of the house which bears his name, came to New York in 1843. He established the house of Buckley & Claflin, at No. 46 Cedar street.

The John Claflin of to-day graduated from the College of the City of New York in 1869. He then went abroad, and spent a year in Europe and the Orient. He became a member of the firm in 1873. His trip to South America occurred in 1877. In 1890 he organized the The H. B. Claflin Company. In addition to the interests mentioned elsewhere, John Claflin is a director in the American Exchange National Bank and the National Bank of Commerce ; a trustee in the New York Life Insurance Company, in the United States Trust Company, the Commercial-Union Fire Insurance Company, and in the Commonwealth Insurance Company. To each of these concerns, in addition to his mercantile business in New York, and in other cities, Mr. Claflin devotes some part of his time every business day of the year.

Campbell & Smith, furnishings, Neepawa, Man., have dissolved partnership, C. A. Campbell retiring. The business will be continued by J. V. Smith & Co.

The Imperial Dry Goods Co., Winnipeg, are asking for supplementary letters patent to increase the capital stock from $25,000 to $100 000.

Among the Maritime Province applicants for the Trade Commissionership at London, Eng., is Mr. A. M. Payne, of Halifax, N.S., who is well known to the dry goods trade in Toronto and Montreal. Mr. Payne has made the transportation interests of the Dominion the subject of a close lifelong study.

An Opportunity

to secure Linens at 25% less than regular prices.

Large purchase of **Linen Tablings, Dowlas, Table Napkins** and **Tea Cloths** bought at forced sale. Money in them for you. See samples in Travellers' hands.

Dress Goods Department

announces receipt of shipment of Black and Navy Dress Serges at 28½, 37½, 50, 75c. Black Grecian Cords, 45, 55c.

Repeat Orders will have prompt attention.

KNOX, MORGAN & CO.

Wholesale Dry Goods **HAMILTON, ONT.**

COLOR FORECASTS FOR AUTUMN 1902.

FROM inquiries made among experienced New York buyers of dress goods, silks and millinery, and aided by forecasts furnished by "color cards" of Paris syndicates, The Dry Goods Economist makes the following predictions regarding Autumn colorings for 1902:

* * *

DRESS GOODS.—The following colors will prevail in dress goods, with popularity approximately in the order named: Browns, castors, blues, greens and reds. These are for wool and worsted dress goods, but they will strongly influence the colors for silks. White will be a factor in dress goods, especially in waistings. It will largely take the form of hairs or miniature bubble effects, on grounds of the shades above enumerated, but more especially in brown, blues and reds.

We do not speak of black, as that hue occupies an important field of its own.

The popularity of Shantung pongees and linen shades has developed a vogue of green as a relief or contrast. In addition to its use in combination, green is largely employed as a foundation color over which to show diaphanous materials that are in this linen shade. This popularity can readily be accounted for. Place a parrot green taffeta beside a Shantung pongee, and the one brings out in a striking degree the beauty of the other. Then, too, green is essentially a relief shade.

* * *

COMBINATIONS OF COLOR.—The fact that in a lesser degree the same result is obtained by combining a Shantung with a rich shade of brown, accounts, in a measure, for the present popularity of browns.

A still more striking combination is found in poppy-red (coquelicot) and pongee or linon.

But to return to green. This color has been steadily gaining in popularity for some time, and in combination with blue will be favored for Fall dresses. The combination is most favored in spot effects, with blue and more prominent shades. Extremists will combine poppy-red and black. Everybody knows that red and black are a standard combination.

In a general way more vivid colors will be the vogue during the coming Fall. Pastels will be reserved for evening wear, and will be favored by those who are slow to adopt radical departures.

We may confidently look forward to combinations of blue and green, poppy-red and black, and combinations of colors—in waistings, more especially—that will at first strike the dress-goods buyer as being bad form. But buyers can safely adopt some of the new combinations, as their customers will undoubtedly be ready for a radical departure in color joinings.

Since the foregoing statement was prepared, what is usually known as the Claude Freres card has been received. This card is practically an endorsement of the above forecast, with the exception that reds are given the second strongest representation. This, however, reflects Paris tendencies rather than those in evideoce in New York at the present moment.

* * *

COLORS FOR TRIMMINGS AND RIBBONS.—A still more important card—that of The Union des Syndicats of Paris, Lyons, St. Etienne, Calais, etc., composing the Chambre Syndicale des Fleurs et Plumes, is at hand. This shows the colors which have been prepared for ribbons and trimmings.

It introduces some novelties, which, speaking general are to the effect that the peacock and the parrot shades are likely to be the strongest in the trimming line during the early Fall season of 1902.

The first six peacock shades in this card are worthy of adoption. So are the six immediately following, which range from gold to bronze. The shades named tabac and marron, two handsome browns, could be adopted to advantage. The same can be said of two desirable shades of red, known as pourpre and grenat. Two handsome violet shades are shown, which are likely to be good.

In the beige and castor series three good shades are shown. And equally good are three blues. The indispensable turquoise is there, and a ciel blue, is also especially meritorious. A very good pink should not be overlooked.

* * *

OMBRE SHADES.—Dyers and buyers alike can well afford to keep their eyes on the following ombre shades shown on the syndicate card, viz.: Gold, through the four intermediate shades to bronze; pink, through the four intermediate shades to slate; Ciel, through the four intermediate shades to drab; coral, through the four intermediate shades to brown; lilac, through the intermediate shades of heliotrope to olive.

This applies to ombres in the new soft shadings. They must not be confused with ombres in ordinary colors.

These last-noticed tints indicate changeables, and it is quite likely that we shall see blue shot with green, or vice versa, and other combinations that can be developed to advantage from the shades shown in the syndicate card.

WHERE EUROPEAN GLOVES ARE MADE.

Germany has, of late years, greatly increased her facilities in the glove-making line, and has overshadowed France in quantity of product at least. At the present time, 1,100 German concerns are engaged in this industry, the total output of 85 factories being for export only. All but 100 of the factories are entirely occupied with the kid glove industry. Germany also has 100 tanneries for kid and 40 odd for shoe leather. The glove industry is scattered all over the German Empire, Thuringen and the Kingdom of Saxony having the most factories. Other European nations interested in the manufacture of gloves are: Austria-Hungary, 350 factories, nearly all at Vienna and Prague; France, 225 factories, with trade headquarters at Paris, Grenoble, and Chaumont; England, about 190 factories, situated in London and Worcester; Italy, 100 factories, at Naples, Milan, and Turin; Sweden, 60 concerns, mostly at Stockholm and Malmo; Norway, some 50 factories, scattered over its land; Spain about the same number; Russia, some 25 large concerns and about 10 smaller; and Belgium, with her only important makers (very few in number) at Brussels.

E. D. Swift, of Swift Bros., Watford, Ont., leaves shortly on a European purchasing tour.

J. W. T. Fairweather, of J. W. T. Fairweather & Co., Toronto, hatters and furriers, has sailed from New York for the British and Continental markets.

EDWARD VII. WILL BE CROWNED JUNE 26th, 1902.

ON the one hand is a Government on which the sun never sets. It has the first King at its head for two-thirds of a century, and marks the constitutional and orderly succession by the eldest son to the best beloved sovereign the English-speaking race have ever known. —Whitelaw Reid, New York, May 14th, 1902.

GOD SAVE THE KING!

OUR samples for Fall season 1902 are complete. If you have done business with us you know that our Strongest lines will be your Best Sellers. Our representatives will be with you in May and June.

We have an elaborate assortment—New Materials, Fashionable Colors, the Best in Everything.

On the next three pages we give you, in the briefest manner possible, a description of some of our leading lines.

Brophy, Cains & Co.,
MONTREAL.

The following are SPECIAL lines NOW IN STOCK that you will want AT ONCE:

Moire Silks, Black and Colored.
Moire Antique Silks, Black and Colored.
Tussor Silks and Linen Organdy.

The Very Latest in Hemstitched, Tucked, and Lace Insertion Silk Blousings.

Fancy Printed Lawns, Muslins and Organdys, the latest shades in Linen Combination and with trimming bands.

Fancy Open-Work Muslins, White, Black and Natural.
Fancy Tucked Muslins, White and Black.
Scotch and Swiss Spot Muslins.
Fine White and Black Swiss Dress Muslins.
Fine French White and Black Organdys.
White and Black India Linens, Victoria Lawns, etc.
Colored Spot Muslins.
Colored Swiss Muslins.
Colored Irish Dimities.

Fancy Fall Blousings

W 170. ***Plain Shades Fine French Opera Flannels.***
W 176. ***Silk Embroidered Fine French Opera Flannels.***
R 339. ***Printed Flannel de Coton.***
R 340. ***Printed Satin de Laines,*** over 80 patterns confined material, all in 15-yard ends.
W 178. ***Fancy Bedford Striped Blousings.***
D 164. ***Striped Fancy Zephyr Blousings.***
D 166. ***Silk Striped Self-Colored Blousings.***
W 180. ***Silk Embroidered Velour Blousings,*** confined designs.
W 182. ***Russian Zibeline Spot Blousings.***
W 184. ***Russian Zibeline Stripe Blousings.***

BROPHY, CAINS & CO., Montreal.

Dress Goods.

Two factors unmistakably stamp the progressive department of a live business to-day: VARIETY and VALUE.

The most difficult department in any dry goods business to cater successfully for in recent years has been that of Dress Goods—any wholesale buyer will confirm this statement.

For the position we hold to-day in the Dress Goods trade of Canada we have to thank "Variety and Value," in other words, handling what the trade demands at prices which give a profit to our customers.

Notwithstanding the heavy advances that have recently taken place in the finer grades of wool, we are pleased to be in a position to inform our friends that we are quoting all our "Standard" Cloths at former prices—hundreds of the best retail houses in Canada know our standard numbers as well as we do and can appreciate this remark. We have had to pay slight advances on some lines, these we could not now duplicate under 10 to 12½ per cent. advance. Those who place orders early will find it to their advantage.

Our travellers are on their respective routes with what we feel to be the finest, best and most extensive range of Dress Goods and Costume Goods we have ever shown. We say this advisedly. You can confirm our statement by going carefully through our samples; those who know us will do so, those who have never seen our range and get an opportunity should do so, if only to find out what others are getting.

The business done through our letter-order department is increasing monthly; no better proof than this could be had that our goods are right.

Brophy, Cains & Co., Montreal.

VELVETEENS.

Blacks, to retail from 25c. to $1.50 per yard.
Colors, to retail from 25c. to .65 per yard.

We have three ranges in these
and over 60 shades in our Standard Twilled Back Fast Pile Velveteen.

Printed Blousing Velveteens

Spot, Fancy and Metallic.

Heavy Corded Costume Velveteen

In all the leading shades. Ask to see No. 375.

Velvets, Seals, etc.

Full range of Lister's Black Silk Velvets in 18, 30 and 32-in.
Three ranges of Lister's Colored Silk Velvets—see our No. 312.
Full range of Lister's Mirror Velvets.
Full ranges of 32 and 48-in. Seals and Sealettes.
Full range of 48-in. Cream Bearskin.

Silks and Satins.

Black and Colored Tamolines.
Black and Colored Taffetas.
Black and Colored Liberty Satins.
Black and Colored Satins.
Black and Colored Moires and Moire Antiques.
Black Peau de Soie.
Black Glacé and Gros Grain.
Black Surah and Bengalines.
Black Merves and "Paillitte."

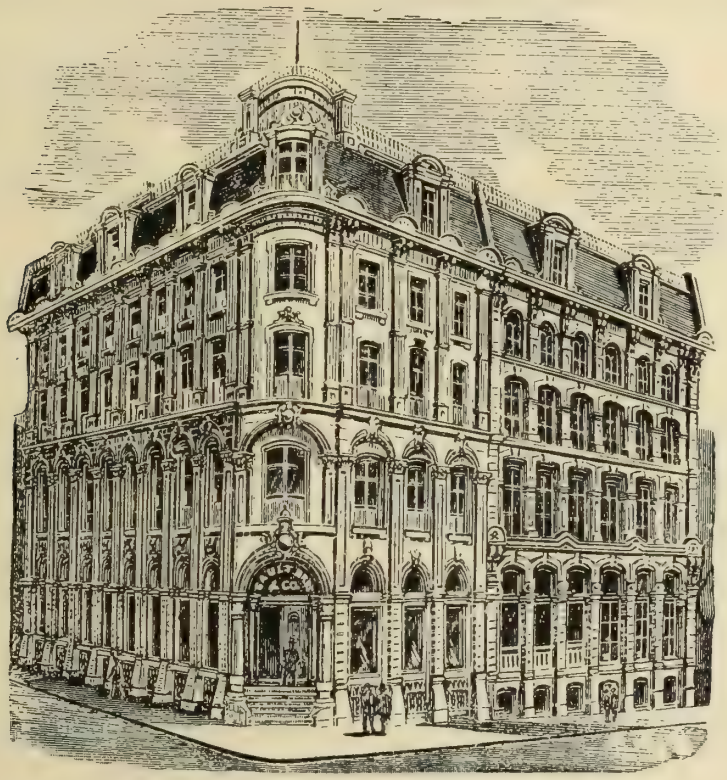
The Latest Novelties in High-Class Blousing Silks, "Tony Goods."

BROPHY, CAINS & CO.
MONTREAL.

The Gault Brothers Co., Limited

MONTREAL

FALL 1902



FALL 1902

Dress Goods Dept.

BLACK GOODS A SPECIALTY.

For the coming season we are showing a full range of all the staple lines, with the following novelties :

Black Crepilles.	Black Melrose	Black Fedoras.	Black Imperial.
Black Eoliennes.	Black Zibelines.	Black Taffetine.	Black Emfir.
Black Crepe de Chine.	Black Granite.	Black Alexandra	Black Ziska.

PLAIN AND FANCY COSTUME CLOTHS.

Meltons, Plain and Twilled.	Beaverettes.	Poplins.	Serges.
Frizzee Cloth.	Amazon Pirle.	Granite.	Vigoreux.
Zibelines.	Sedan Cloth.	Colored Henriettas.	Panama.

SILKS. SATINS. VELVETS. VELVETEENS.

Linen and Lining Depts.

Full assortments of both, with a few special drives.

Sole Agents in Canada for Fownes' Gloves.

The P.E.I. Tax on Commercial Travellers.

S. Greenshields, Son & Co., of Montreal, Win a Legal Victory.

A DISTINCT triumph for legitimate business operations is the recent decision of the Supreme Court of Prince Edward Island on the Tax Act, or the law imposing a tax on commercial travellers. The case before the court was that relating to Mr. W. S. Louson, representative of S. Greenshields, Son & Co., in the Province, from whom the authorities had sought to collect the tax. The matter has been in litigation for some time. The firm won in the first legal suit. The appeal before Judge McDonald in the County Court went against them, and now they have won in the Supreme Court with full costs against the Province.

THE DECISION.

As the subject is of interprovincial importance and concerns the business interests of all Canada—owing to the necessity for absolute free trade between all the Provinces of the Dominion—we give the report of the decision as it appears in The Charlottetown Examiner :

Greenshields and others, appellants, and the Government of Prince Edward Island, respondent. This was an appeal from the judgment of the County Court of Queen's County, which ordered a judgment to be entered for the Government for $100, amount of a tax claimed to be due by the appellants. Greenshields, the appellants, are a private partnership with their head office and place of business in the city of Montreal, and a resident agent in Charlottetown with a rented room for samples. In this room the resident agent (Mr. Louson) takes orders from customers, and transmits them to Montreal where they are filled by the firm and shipped direct to the customers in Prince Edward Island. The Tax Act of 1900 imposed a tax of $100 upon all companies whether incorporated or not and associations, whose principal office and organization is not within the Province doing business in this Province. Judge McDonald, of the County Court, held that this included a partnership and gave judgment for the Government, and from this decision the present appeal was taken. The case was argued yesterday and occupied the attention of the court all day. Attorney-General Peters appeared in support of the judgment, and Mr. McQuarrie, of Summerside, in support of the appeal. The Attorney-General argued that the words of the statute were large enough to include the private partnerships. He declined to argue the question whether or not the Act was ultra vires.

Mr. McQuarrie, for the appellant, attacked the decision under review on several grounds. 1st.—That the appellants were not doing business in this Province within the meaning of the Tax Act, and cited several cases in support of his contention ; 2nd.—That the words companies and associations did not mean ordinary partnerships ; if they did one man residing outside this Province doing business here would not be liable to taxation, while, if he had his son or brother in with him as a partner, they would be taxed. This would lead to an absurdity. Again, if the Government's contention was correct every firm doing business in Prince Edward Island, no matter where they resided, would be liable to taxation, and in addition their travellers would have to pay $20 tax. This could not be the meaning of the Act. 3rd.—That no procedure had been provided for suing non-resident partners, which was a strong indication that the Act was not intended to apply to a common partnership. Mr. McQuarrie said he did not propose to continue his argument on the ultra vires question, but was prepared to rest his case on the grounds advanced.

At the conclusion of Mr. McQuarrie's very able argument the court unanimously allowed the appeal and reversed the judgment of the County Court judge with costs.

OPINIONS OF THE PRESS.

Newspaper opinions on the Island will indicate the views taken in different quarters as to the reasons for and against the tax. The Examiner says : "Technically the Province may have a right to tax commercial travellers. But when they do so, they do that which is repugnant to the spirit of our constitution. Suppose all the Provinces were to do so, what would become of our boasted freedom of trade within the better half of the North-American continent which comprises the Dominion of Canada. Prince Edward Island, by the imposition of this little tax, has become notorious from Vancouver to Sydney—every traveller adding to the reputation it has gained as the Province in which commercial travellers are taxed. Let a resident of this Province go to any large town in Canada and announce that he is from Prince Edward Island — and almost the first remark he is met by is 'Ah ! that's the place they tax commercial travellers in, isn't it ?' The commercial travellers' tax is a bad advertisement ; it is not consistent with the federal interests, it comes indirectly in double measure out of the pockets of our farmers, and it ought to be abolished."

The Charlottetown Guardian says : "The few resident agents of outside business houses have proved to be most agreeable and desirable citizens, whom we are glad to have with us and whose removal, if brought about from whatever cause, would be a source of general regret. For these reasons when the decision in the appeal case of the Government vs. Greenshields, Son & Co. was handed down the other day, the decision being adverse to the Government, it was received with equanimity by the general public, while Mr. Louson received many personal congratulations upon the result. There is, however, little doubt that the Government is only temporarily thwarted and will endeavor to obtain, as they thought they were doing last year, such amendments to the Act as will enable them next year and thereafter to tax outside partnerships doing business here as they tax companies.

"We need not here enter into details of the reason why our Legislature has imposed or seeks to impose these taxes upon outside commercial houses and their travelling or resident agents. The one great underlying excuse is necessity. Our Province is without the Crown lands, the lumber

THE PREVAILING FAD



Birthday Pillows

for
Presentation Purposes.

SAMPLE BY MAIL.

Any Month **75c.**

F. Robertson & Co., - Toronto

Crompton Corsets



Style, Quality, Price—Right.

The march of progress finds us keeping time as usual with elegant new conceptions to meet the demand of shrewd buyers—the finest line of Corsets ever turned out, and bearing the widest margin of profit to the dealer.

Write us at once if our traveller has not reached you.

The Crompton Corset Co., Limited Toronto, Ont.



Letter orders carefully and promptly filled.
Price lists on application.

Down Comforters
Cotton Comforters
White Cushions
White Cosies
White Muff Beds
Bed Pillows
Covered Cushions
Covered Cosies

The Toronto Feather & Down Co., LIMITED

Factory, Office and Sample Room, No. 74 King St. West, TORONTO

and the minerals from which other Provinces derive so large a revenue. The Island is left with a most insufficient income and is compelled to resort to direct taxation, increasing in volume from year to year, in order to make both ends meet. Our isolated position and limited population and capital prevent the establishment of large factories. Aided by the high tariff Western Canada manufacturers are able to exploit the Island market at large profit to themselves. Without the Tax Act they would be able to does this in unfair competition with Island citizens or firms, with less capital than their outside competitors, but who pay heavy taxes for the privilege of doing business at home. From these reasons has sprung the tax complained of and there is reason to think that the majority of Island people, while regretting the necessity, still favor its continuance."

FEATURES OF THE CONTROVERSY.

It will be seen from the above that practically the only excuse offered for the tax is the need of revenue. The question of the Act being ultra vires was not raised before the last court, but if the Province were to appeal this decision to the Supreme Court of Canada we might get a judgment on this highly important point. "The Review" hears that the Commercial Travellers' Association, encouraged by the recent decision, may now raise this question of the Provincial power to levy a tax of this kind. As one of the Island papers quoted above intimates, the Prince Edward Island Government will again amend the law so as to render more certain the collection of the tax.

We append the sections of the Act of 1899 imposing the tax, which Act was amended in 1900 so as to cover incorporated companies:

CAP. XX.

An Act to amend "An Act to Impose a direct Tax on certain classes of Traders."

[Assented to 19th May, 1899.]

Preamble.

BE it enacted by the Lieutenant-Governor and Legislative Assembly of the Province of Prince Edward Island, as follows:

Section 1, 57 Vic., Cap. 4. Repealed.

1. Section one of the Act Fifty-seven Victoria, Chapter Four, intituled "An Act to impose a direct Tax on certain classes of Traders" is hereby repealed, and the following Section inserted in lieu thereof: From and after the coming into force of this Act every casual trader not permanently residing in this Province, doing business within this Province, commonly known as "Commercial Travellers," and every person not permanently residing in this Province and who sells either for himself or any other person, any goods, wares, or merchandise (not being liquor) in this Province, or solicits or canvasses for orders, either for himself or any other person for the sale, exchange or purchase of any goods, wares or merchandise (not being liquor) within this Province, either by the production of samples, photographs, catalogues, printed or written matter, or simply by word of mouth without the production of samples, photographs, catalogues, printed or written matter, shall before he or she enters upon the business of so selling such goods, wares or merchandise (not being liquor) or soliciting or canvassing for such orders, pay to the Provincial Treasurer of this Province an annual license fee or direct tax of Twenty Dollars; and every casual trader not permanently residing in this Province doing business within this Province, commonly known as "Commercial Travellers," and every person not permanemtly residing in this Province, and who sells either for himself or any other person, any liquor in this Province, or solicits or canvasses for orders either for himself or any other person for the sale, exchange or purchase of any liquor within this Province, either by the production of samples, catalogues, printed or written matter, or simply by word of mouth, without the production of samples, catalogues, printed or written matter, shall before he or she enters upon the business of so selling any liquor, or soliciting or canvassing for such orders, pay to the Provincial Treasurer of this Province an annual license fee or direct tax of Two Hundred Dollars. The words "goods, wares and merchandise" where they occur in Sections Two, Three and Four, of the said Act Fifty-seven Victoria, Chapter Four, shall be taken to mean and include liquor.

Commercial Travellers' Tax.

2. Section Eight of the said Act is hereby repealed, and the following inserted in lieu thereof: Section 8. Repealed.

An Affidavit in the following form or as nearly thereto as circumstances will admit, shall in all cases be sufficient: "I, A. B. of swear that is, to the best of my knowledge, information and belief, justly indebted to the Provincial Treasurer, in the sum of Twenty Dollars (or two hundred dollars as the case may be) being for License Tax due by him under the provisions of an Act passed in the Fifty-seventh year of Her present Majesty's Reign, entitled 'An Act to Impose a direct tax on certain classes of Traders' and Acts in amendment thereof"; or if for penalty state, "in the sum of being for penalty due by him, under the Third or Fourth Section of An Act passed in the Fifty-seventh year of Her present Majesty's Reign, intituled 'An Act to Impose a direct Tax on certain Classes of Traders,'" as the case may be. Form of affidavit.

3. The preceding Sections shall be construed and read as incorporated in and forming part of the said Act Fifty-seven Victoria, Chapter Four, and as if the same had originally been inserted in the said Act, but nothing herein contained shall apply to or affect any license issued under the provisions of the said Act before the coming into force of this Act. How preceding Sections construed.

STORE-FITTINGS CATALOGUE.

Delfosse & Co., Montreal, manufacturers of wax figures, showcases and store fittings of all kinds have issued a new catalogue and price list to the trade. It is a most complete one, containing over 100 pages, all well illustrated. Display frames, bracket trees, and cornice or overhead fixtures are shown in a great variety, every one adapted to some special purpose or for some particular class of goods, gloves, umbrellas, neckwear, hats, etc. Mirrors are something of a specialty. Only the best glass is used. They include swinging wall mirrors, counter or showcase, double, triplicate mirrors, etc. The New 20th Century Clothing Cabinet has made a hit among the trade. This is fully illustrated in the new catalogue. It is fitted with a new "Trolley" extension rod, sliding doors, and every device to keep the clothing perfectly free from dust, and at the same time to enable the clothing to be easily shown to customers. Of glass showcases, which are now used in every up-to-date store, there are several kinds, at all prices. The wax figures and flexible forms can be supplied to answer every requirement. The forms, having no joints, present a much better appearance than the old-style form, and are more durable. This catalogue would be valuable if it were only for that portion of it dealing with these forms. Those who have not received a copy should inquire of Messrs. Delfosse & Co. for one.

WEIGHTING A PIECE OF GOODS.

The trade will not have forgotten the formation of The Yorkshire Worsted Association some 18 months ago. The first annual meeting of the association has just been held, and the report presented by the committee shows that considerable progress has been made towards achieving one result that was specially held in view—that of diminishing and ultimately stopping the practice of weighting worsted coatings. The plan was adopted of issuing stamps to be used with pure-finished piece goods. In the six months ending March 31, 1902, transfers of the stamps of the association to the number of 92,050 have been issued to dyers and finishers on behalf of the members—a number which probably means that 50,000 to 60,000 pieces have been distributed bearing the association's trade mark. This is considered a fairly good result, but the committee believe that the members have not taken the full advantage of their power to use the stamp, and that more might have been used if the matters had been more carefully looked after by them. Certain members have reported to the secretary that the use of the stamp has resulted in an increased business for them, and it is, therefore, probably well worth while for every member to consider this aspect of its use.—London Drapers' Record.

Never Before Were **"P.D."** CORSETS In such Good Demand



The specially attractive appearance of **"P. D."** Corsets helps to a very marked degree to make them ready sellers. The many other desirable features found only in **"P.D."** Corsets have won for them a continuously growing popularity. Their style, their comfort, their durability have secured for them the foremost rank in the corset trade. One sale is instrumental in producing another. This is the kind of corset to recommend your customers.

For Samples and Prices write

KONIG & STUFFMANN

Sole Agents for Canada — 11 VICTORIA SQUARE, **MONTREAL**

Everything in Parasols and Umbrellas

Now that our Spring orders are complete, we are in a position to fill all sorting orders with accuracy and despatch.

The Irving Umbrella Company, Limited

20 Front Street West, Toronto.

DEBENHAM, CALDECOTT & CO.

SILKS 77 York Street, TORONTO. **SILKS**

DEBENHAM & CO.,
Welbeck St. W., and 15, 16, 17, St. Paul's Churchyard, E.C.
LONDON.
PARIS—115 Rue Reaumur.

DEBENHAM, GARDNER & CO.,
111 Fifth Avenue,
NEW YORK.
BRUSSELS—16 Rue Des Boiteux.

DEBENHAM, DEBENHAM CO.,
277 Flinder's Lane, W.,
MELBOURNE.
SYDNEY—422 George St.

We carry in stock full lines in

Black and Colored Taffetas, Louisines, Satins, English Silks, Black Peau de Soies, Lumineux, Failles, Bengalines, Duchess Satin Ribbons, Faille Ribbons, Bebe Ribbons, Ribbon Velvets—Plain and Serpentine, **French and Brussels Laces, Black and Colored Velvets,** and a choice range of **French Dress Fabrics** in Silk, Wool and Cotton.

BUYERS CORDIALLY WELCOMED. **ORDERS PROMPTLY FILLED.**

DEBENHAM, CALDECOTT & CO.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital Subscribed -	$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over - -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

BEAVER LINE

PROPOSED SUMMER SAILINGS. (SUBJECT TO CHANGE.)

MONTREAL TO LIVERPOOL VIA QUEBEC.

From Liverpool.	STEAMER.	From Montreal.
Tues., May 27	LAKE MANITOBA	Thur., June 12
" June 3	LAKE MEGANTIC	" " 19
" " 10	LAKE CHAMPLAIN	" " 26
" " 17	LAKE ONTARIO	" July 3
" " 24	LAKE SIMCOE	" " 10
" July 1	LAKE MANITOBA	" " 17
" " 8	LAKE MEGANTIC	" " 24

FIRST CABIN—Single, $52.50 and upwards. Round Trip, $99.75 and upwards.
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50 and upwards, according to steamer.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.

The Auer Gas Lamp

Money-Back Style. No. 9



EVERY storekeeper who wants a brightly lighted store should use this lamp—it is the only one giving 200 candle power.

IT makes its own gas automatically and is cheaper to run than a center-draft oil lamp.

THERE is no smoke or smell, of any kind, from it.

HUNDREDS of them are in use and every one is giving satisfaction.

IF THE LAMP IS NOT ALL YOU HOPE IT TO BE WE WILL CHEERFULLY RETURN YOUR MONEY.

WRITE FOR OUR CATALOG AND DISCOUNTS.

AUER LIGHT CO., 1682 Notre Dame St., MONTREAL.

The Galt Knitting Co.

LIMITED



GALT, ONTARIO

Underwear,

Eiderdown Specialties,



TIGER BRAND

Shoe Linings.

REPRESENTATIVES:

Ontario, -	McClung & Burns, Toronto.
Quebec, -	P. DeGruchy, Montreal.
Maritime Prov.,	J. A. Murray, St. John.
Man. and B.C.,	J. A. Bryson & Co., Winnipeg.

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

Cor. Victoria Sq. and St. James St.,

MONTREAL.

SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

AN OPPORTUNITY FOR YOU

to procure
quick-selling and profit-making

BOOTS
and
SHOES

is offered by us. Right now would be a good time to place an order with us. We want to make you a regular customer of ours, and as a means to this end we offer you stylish, serviceable boots and shoes that will win trade for you.

SEND FOR OUR CATALOGUE TO-DAY.

Campbell Shoe Co.
QUEBEC.



K. Ishikawa & Co.

Manufacturers and Importers of

Japanese Silks,
Silk Handkerchiefs,
Rugs and Mattings.

24 Wellington St. West, - - TORONTO, ONT.

Paris, Ontario, June 1st, 1902

We beg to thank our numerous customers throughout the Dominion for their Fall Orders, and we guarantee that goods will be turned out equal to, if not better than, samples, and deliveries will be prompt.

THE WATSON MFG. CO., Limited

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.
A. L. GILPIN, MONTREAL, QUE.
J. A. MURRAY, ST. JOHN, N.B.
J. A. BRYSON & CO., WINNIPEG, MAN.



*** This department is conducted and prepared by a Canadian advertising specialist, resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

Advertising Freaks. THERE is no city in the world where more diversified methods of advertising are to be seen than the metropolis of the United States. A tour of Broadway, Fifth avenue and the Bowery, with an eye single to such devices would prove interesting as well as instructive.

* * *

Mary and Her Little Lamb. A novelty in this line appeared in a downtown clothing house last week. Behind a big plate-glass window was a lamb about three weeks old. A sign behind it read: "This is not to remind you of 'Mary,' but to show you the stuff our cheviot serge suits are made of." Needless to add the lamb attracted a big crowd all day long.

* * *

Grass Grown While you Wait. A seed house has the window show space planted with turf and a dummy figure with a lawn mower stands in one corner. A sign attached to the lawn mower reads: "This grass was sown three weeks ago, ——'s seeds being used." This also attracted a big crowd.

83 degrees yesterday.
Summer.
Lighter clothing.
Wanamaker's—the coolest store in town.
Fans flying, fresh air circulating all through the store.
Everything.

As terse as a cablegram.

Landscape Realism. On Fifth avenue a florist has an ideal display, representing a landscape. Japanese dwarf trees, plants and flowers were tastefully arranged; miniature hills with close-cropped turf, a river and a stately oak, not more than 14 inches high, quartered and knotted, make up the centre. The only thing artificial about this entire display are some miniature animals drinking from the stream.

Harlem Goats. A man leading two goats down Wall street attracted considerable attention the other day. A banner over the back of each announced that so-and-so's real estate office had desirable flats to rent in Harlem.

G. Washington to show his athletic prowess once tried to throw a silver dollar across the Potomac.

"He can make a dollar go further than anyone else," said George's friends.

"He is throwing money away," said George's foes.

As the throw fell short—"He has thrown a dollar in," said all.

We make your three dollars go further than anyone else if you buy our $3 Derby.

We throw a dollar in every time we sell our $5 Derby for $4.

Young men want a style that's young.

The new two-button double breasted suit, grey cheviots and Canadian hop-sacking, $16.

Single breasted suits with a military swing, plain colors and mixtures, $14 to $22.

Sizes 32 to 34 inch chest.

Someone said we'd bought about enough negligee shirts to "clog the wheels of trade."

But the hundreds of patterns, the daintiness of colorings, are making the wheels go round at a lively rate.

Anything askew with that?

Some of our readers may not know that Harlem is as much "rigged" about its goats as is Hamilton about its "mountain."

* * *

No Beef Trust in Theirs. A restaurant on a side street had a sandwich man out not long ago dressed like a butcher. He carried a model of a frying-pan on which was inscribed, so that he that runs might read: "We have a bulge on the 'beef trust' and raise our own stock. Prices just the same at——."

The W. R. Brock Company. (Limited)

Late James Johnston & Co.

MONTREAL

A Few of our June

Clearing Lots

600 pcs. Perfection Shirting.

400 " English and Scotch Zephyr and Fancy Ginghams.

800 " Venice Foulards.

600 " Staple and Fancy Mercerized Prints.

700 " English and American Fancy Dress Muslins.

See our Travellers or write us for samples and prices.

GOOD ADVERTISING—Continued.

Salt That Has Not Lost Its Savor.

A wholesale salt house had a wagon on the street in which sat a man and two boys giving away miniature sacks of salt on which was printed: "The Spring birds are here. This is to sprinkle on your chicken.—— salt company."

Real Value of Advertising Space.

Circulation, more than any other factor, governs the price of advertising space in the daily newspaper. Hence, it is circulation which makes this space valuable to publisher and advertiser alike.

The newspaper with assured circulation cannot afford, and if it knows its business, will not accept advertising at a low price simply for the sake of getting it any more than a mer-

---

To-day's News

A Handy Guide.

The Wanamaker advertisement has always been commended for its simplicity — it tells the news in the plainest way possible.

But to-day we make it still plainer: *classify the news*—for women, for men, for children, for the house, for everybody; and head each group with a summary.

Do you like it? Can't you see at a glance what you want and where to find it?

Yes—we like it.

Other Devices More or Less Novel.

Pretty girls with pretty teeth are in several store windows advertising dental articles and long-haired maidens do the same for hair tonics.

A miniature "gusher" in a window advertises an oil-well company's stock and gives ocular demonstration that the concern has at least one derrick in operation.

Said an eminent divine: "I have a valet because I've a hill where a valley ought to be."

Underwear to fit every hill and valley that makes up the human world.

Underwear of medium and light weights, of a variety of material—linen, cotton, wool, silk; Deimel—50c. to $10.50 a garment.

Why not press wit into advertising service? The above are excellent illustrations of its effectiveness, we thought.

Kites, supporting banners, float over numerous buildings, and the newspapers have rivals who post bulletins of the news of the world in front of their places of business.

Verily, of the devising of ad. schemes there is no end!

. . . Men's . . .

Spring Sack Suits

IT'S MUCH SIMPLER to plod along a well-blazed path, than to strike out boldly into undiscovered territory.

Maybe that's why so many clothing stores are so "conservative"—synonym for behindhand — in the styles they serve up.

You won't find any outlawed styles in the Wanamaker Clothing for men. We are continually experimenting ourselves to get smart, new effects. And if someone else evolves a new style-wrinkle, we're quick to recognize its merits and adopt it.

Hence our Men's Clothing is up to the minute; bristling with distinctive points that give the indefinable smartness and preciseness that well-dressed men like.

All of which is duly set forth in our Fancy Sack Suits of cheviots and worsteds, including some new imported light homespuns, at $15 to $25. You can have the 3-button single-breasted, or the 2-button double-breasted style, as you prefer. Both are new, and "good form."

We take good care, too, to have a generous showing of long-trouser

Suits for Young Men

—of 15 to 19 years. Every bit as stylish as our men's suits, and the best stock in the city. In a superb variety of homespuns, flannels, cheviots and serges, single or double-breasted, and splendidly tailored and finished.

$8 50 to $20. Second floor. Fourth avenue.

Worthy of reproduction, we thought.

A store may start right and then go wrong. The foundations of a twenty-storey building may be secure, yet the superstructure may be so loosely built that it will tumble to the ground.

It's the way a store builds on its principles that counts.

If its prices are too high, having "one price" is perhaps worse than having many.

If it has abnormally low prices for some things (as baits) and makes up the loss by charging too much for others, it's as bad as having two prices.

If it puts so much red tape around its "exchange-and-money-back" rule people with sensitive natures will refuse to ask for a privilege so grudgingly given.

True! alas, too true!

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - **UNEQUALLED IN QUALITY AND PRICE.**

..... Sole Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering	Berlin Fingering	Vest and Silk Vest Wool	
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mendings

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting

We claim that they will knit further and wear longer than any other make.

Wholesale Only — **Send for Samples**

Agent . . .

Duncan Bell

MONTREAL and TORONTO

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Coronation Year.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe visits Canada twice a year, and will arrive in Montreal about the end of April for the coming Fall trade. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

BLANKETS BED BLANKETS

TORONTO
C. H. Forster
30 Merchants' Building
50 Bay Street.



MONTREAL
W. H. Reed
Room 1
112 St. Peter Street.

The Slingsby Manufacturing Company
LIMITED.

BRANTFORD, ONTARIO.

COSTUME CLOTHS, KERSEYS, SHEETINGS, CAMP BLANKETING, MACKINAWS, PLAIN and FANCY, in WOOL and UNION, YARNS, Etc.

BLANKETS HORSE BLANKETS

FALL 1902

Fall Patterns Now On Sale

Designs Thoroughly Up To Date

And are Worthy of the Trade's Inspection.

THE COLONIAL BLEACHING & PRINTING CO.
Limited

MONTREAL.

GOOD ADVERTISING—Continued.

chant will sell a piece of cloth at cost merely for the sake of finding a purchaser. Newspaper space, backed by circulation, is a valuable commodity and is usually worth all that is asked for it.

Short-sighted Parsimony.

It is surprising how many people lose sight of this all-important consideration when they come to buy advertising space. The matter of cost seems to be the first and last consideration with them, and for the sake of saving a few cents or a few dollars they delude themselves with the idea that the space of one newspaper is worth no more than that of another.

In such cases, satisfactory results—the very thing sought for—are seldom attained, and the advertiser is then quick to say that "advertising never paid anyway." The matter of cost in advertising is, of course, a consideration, but the question of circulation is equally important and should never be slighted. Satisfactory evidence on that point may not, it is true, always be had, but the publication with a large circulation will usually be only too anxious to furnish conclusive confirmation of whatever its claims may be.

Expense or Investment?

Even confirmed advertisers with rare exceptions charge their advertising to expense account, when it ought either to be figured into cost of production or credited to capital invested.

To most persons the latter proposition seems a rank absurdity. But how about this case? Supposing you entered a promising field for retail merchandising with limited capital, but capital foresight, and that you picked a location for your store for which you foresaw a promising and profitable future? Supposing that your prospective landlord had unlimited capital and possessed the same faith in his property—how would you get together?

* * *

Enlightened Selfishness.

Now, that landlord might attempt to exact all the traffic would bear, and discount his unearned increment by screwing up the rent to match his prospective tenant's faith, or he might say to you: "For a term of years I'll let you have this store at a nominal rental—if you'll put the saving into advertising. That will establish you in business, and your success will boom my adjacent and neighboring property. Hence, we'll both profit by the transaction."

Wouldn't you jump at the chance? And, if so, wouldn't every cent you put into advertising under such circumstances be a clear and sure investment?

No Experiment About it.

Should you and your landlord agree to such a deal you would be doing nothing new by any means. In Milwaukee it's said the plan has been worked with great profit to all concerned and is now being repeated on a large scale with the same result.

An Oak never grew in a day, nor the best Dry Goods Store in a moment. Many say that our growth has been wondrous, but the fact most gratifying to us is the steady and persistent growth in the confidence of buyers—an indication that we have been tried and found trustworthy. It is true that in any large organization, no matter how experienced or skilled its people, blunders and mistakes will come. Every precaution that human ingenuity can contrive surrounds each transaction; but all these must sometimes fail, and no one is worse injured than we, and none more willing at all times, under all circumstances, to correct anything that happens, short of giving satisfaction. We consider your coming again infinitely more important than your first purchase. Some day we will have the thing you want and you will buy of us; we can wait until then. But to jeopardize our chances of your coming again, to fail to give the satisfaction for which we strive, is our misfortune, which nothing but an opportunity to adjust and make right will remove.

Struck on the Right Key.

Store Comment.

Our store news is educational, because absolutely correct. We draw from a vast fund of mercantile knowledge daily. We give it to you frankly. The store to-day presents merchandise and values which in variety and economy are unsurpassed anywhere. What are the needs by which you can test our capacity to please?

Store Comment.

The thoroughly modern way in which this store deals with its patrons prevents dissatisfaction in the slightest degree, as we never consider anything sold until that article has given the service it was intended to give. Every sale slip bearing our name is a sight draft on us if the goods disappoint you. See that you get the sale slip.

Two Excellent Standing Cards.

élegrams
"Eminent"
London

The "DORCAS" .don, Eng.



The in ENT" RAINCOATS

's', Misses' and Children's

KS and SUITS

atives—

RITISH IMPORT CO.
OF TORONTO

WELLINGTON ST., TORONTO

POOLER C. O. DOUGLAS W. H. VAUGHAN

Sole Manufacturer, CHAS. HORNER.

SHOE TOP

PULL STRAPS AND NG !

DRESS & WA

SHIRT AND UNDERW has not one of these

Woven L S on tag it is not a uilt made by

OWN COMPANY

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT N TED

Artistic Designs Fur

WRITE FOR SAMPLES

o Operating
E CANADA FIBRE CO., Limited.

GERMAN ARTISTIC WEAVING

GOOD ADVERTIS

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into cost of production or credited to capital invested.
To most persons the latter proposition seems a rank

"Anchor" Hose Supporter

The most satisfactory Pad Supporter on the market.

Will not pull out the Corset Studs.

Retails at 25c. and up.

If your jobber does not handle the "Anchor" Hose Supporter, write us, and we will give you a list of wholesale houses that can supply you.

Boston Manufacturing Co.,

MANUFACTURERS OF HOSE SUPPORTERS,

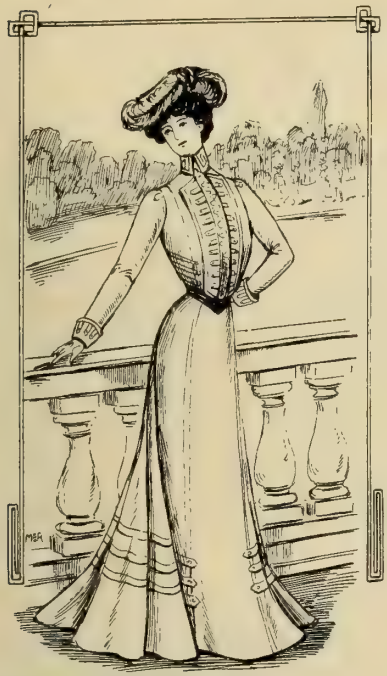
6 Wellington Street West,

Toronto.

We Sell the Jobbing Trade only.

Brice, Palmer & Co.

Telegrams
"Eminent"
London



BRICE, PALMER & CO.,
LONDON, ENGLAND.
Warehouse: 14 Cannon St., E.C.
Factory: 90-92-94-96
City Road, E.C.

London, Eng.

Manufacturers of

THE "EMINENT" RAINCOATS

Ladies', Misses' and Children's

CLOAKS and SUITS

Canadian Representatives—

THE BRITISH IMPORT CO.
OF TORONTO

1 WEST WELLINGTON ST., TORONTO

T. E. CUFFE H. G. POOLER C. O. DOUGLAS W. H. VAUGHAN

WARNING!

"Puritas" Brand
"Perfection" "
"Lanatus" "
"Alaska" "

If it has not one of these **Brands** on tag it is not a **Bed Quilt** made by

THE ALASKA FEATHER & DOWN COMPANY
OF MONTREAL, LIMITED

Edgar McDougall, President.
J. H. Sherrard, Vice-Pres. and Mang.-Director.
J. H. Parkhill, Secretary.

Also Operating
THE CANADA FIBRE CO., Limited.

GOOD ADVERTISING—Continued.

And not only have the principals to this transaction been prospered, and necessarily the press in which this advertising investment was made, but business men generally, since that sort of investment and productive publicity could not but prove catching to competitors. Indeed, those who did not catch on got left. The moral is clear.

The more stores you see, the more you'll think of Wana maker's.

Somebody's satisfied anyway.

This Day

we are going to clear out all the small and incomplete lots and tarrying Spring things, to start the new month to-morrow with fresh, clean and unbroken stocks.

Prices are way down — not in a few parts of the store, but almost everywhere.

This Page

tells you the news in a small way—a very small way; things that would usually get big headlines being told in a few modest lines.

But the news is great, and few people can afford to miss it.

"Commonsensical."

INSTRUCTION IN SHOW-CARD PAINTING.

How to paint neat and attractive show cards is instruction every window-trimmer or the merchant who trims and makes his own show cards must be interested in. W. Edwards, Carleton Place, Ont., Box 315, has issued a book of instruction in professional painting, that it would be well for every window-trimmer and country merchant to possess. It instructs in artistic sign, show-card and ticket writing, silver and gold lettering, etc., and is illustrated with over three dozen sign writers' model alphabits and figures. It is a condensed story of the accumulated experience of a lifetime in the business, and a teacher of the art perfected by method. It costs only $1 mailed postpaid, and you will find it worth a hundred. Buy it. See advertisement in this issue.

FIRE IN THE CORNWALL MILLS.

What might have been a very disastrous conflagration took place at Cornwall, May 18, when fire broke out in the "mule room" of the top floor of the big Canada mill, one of The Canadian Colored Cotton Company's factories. Just how the fire started is not known, as the mill was nearly all closed down for the usual Saturday half-holiday, and no one was in this department at the time. When discovered it had not made much headway, but the heat had started all the sprinklers, and the room in a minute or so was so full of black smoke that no one could enter it. The mill fire brigade had tested their appliances only a few hours before, and being called out, they soon had a great number of streams playing into the room. They were assisted by the Cornwall fire brigade, but it was not until the fire burned through the ceiling that its exact location was ascertained, and it was soon extinguished. The flooding of the top storey of the mill resulted in each of the floors below experiencing a similar fate. The damage from water amounts to between $20,000 and $30,000, which is covered by insurance. The bulk of the loss is in the stocks in various stages of manufacture, and to the machinery, which will nearly all have to be overhauled. Work has been resumed.

DELIVERY BY AUTOMOBILE.

James Stark & Sons, of Vancouver, have received the first automobile delivery carriage used in British Columbia for city delivery purposes. The machine, which was bought in Toronto, is handsomely finished in black, with fine gold striping and will make a very smart turnout, the motive power and machinery being entirely concealed in the body of the vehicle, which to all outward appearance looks like a handsomely finished carriage minus the usual shafts and four-legged motive power. The cost of the carriage laid down in Vancouver was about $850.

The motive power is supplied by a 4½ horse-power motor of the hydro-carbon gasoline variety and requires only one gallon of gasoline to run it over 40 miles. It is practically noiseless in operation and as the motor is water-cooled the passengers do not experience any undue heat from the engine. The vehicle may be used as a pleasure conveyance by simply taking off the delivery box, which is fastened behind the driver's seat, and bolting on an extra seat. It will then carry four passengers comfortably.

Those who order parcels sent home from this up-to-date dry goods firm will get them without delay as the vehicle can run at a maximum speed of 25 miles an hour, and under favorable circumstances and on a good road could attain a speed of 35 miles. The machine will climb, start and stop at will on a 25 per cent. grade, and as the steering and controlling levers are attached in an entirely new manner with the aid of springs, the roughest road will not make the carriage any harder to steer than the ordinary bicycle. There is no multiplicity of gears, valves or levers and the man in charge guides the carriage as one would guide a horse.

William Wyndham, formerly with G. F. Glassco & Co., Jesse Applegath, of Toronto, and S. L. Squire, general merchant, of Watford, are the principal directors in a new company formed at Hamilton and known as The William Wyndham Co., Limited. The new concern will devote itself to the wholesale hat and cap business and the importing and manufacturing of furs.

THE SAXE FAILURE.

AS noted in last issue, the members of the insolvent firm of M. Saxe & Sons, Montreal, were arrested on a charge of conspiring to defraud their creditors, brought by several of the creditors.

On May 1, an enquete into the charges brought was begun. Mr. A. L. Kent, of Kent & Turcotte, the liquidators, who was first called to give evidence, said that the books of the firm were very incomplete. They consisted of a record of goods received, a book of bills payable and receivable, a ledger of customers' accounts and cash book. Another book had come into his possession, a private memorandum, kept by David Levi, a member of the firm and brother-in-law to Messrs. Henry and Samuel Saxe. In this book were the entries of goods sent to Vineberg's warehouse, of the money advanced on them by Vineberg, and of how this money was disposed of. According to this book the value of money sent to this warehouse between February 14 and March 5, of 1901, was $20,033; the amount advanced on them $11,000, of which $4,900 was paid to a sister of H. and S. Saxe, and another $4 900 to another sister, David Levi's wife. The balance appeared to have been paid to the cashier.

The hypothecation of these goods and the money advanced on them had not been entered in the firm's books, and without the private memorandum nothing could have been learned of these transactions. Mr. Kent stated that the firm's papers showed that on February 14 their retail store was leased to David Levi, to date from April 1, 1902.

Invoices exhibited by Vineberg showed that goods purchased by Saxe & Sons on February 10 and 11 had been hypothecated on February 14, and from that time right up until March 5, the date of the assignment, goods were hypothecated within two or three days of their purchase.

On May 8, after the hearing of the enquete, Henry and Samuel Saxe were arrested on a capias issued on behalf of The Gault Bros. Co., the claim amounting to $17,851.80. It was charged "that the defendants did secrete and make away with their property with intent to defraud their creditors in general and the plaintiffs in particular." The hearing on this charge has not yet begun.

A new feature of the case came out a few days later, when a seizure was put upon the money of David Levi in the hands of the Hochelaga Bank, it being claimed that the money had been illegally paid to him by the Saxes and that it belonged to the creditors.

In the evidence given Mr. Kent fyled exhibits of cheques which had been passed through the banks by the accused, on some of which he found that the stubs had been left blank. It was thought that these would aid in proving that the firm had paid money to relatives just previous to the assignment which should have gone to the creditors. The bookkeeper of the firm said that certain drafts sent to the firm as renewals were not used as such, but, instead, were discounted, leaving the original drafts still in the hands of the bank. On March 5, he said, Mr. Levi had told him to charge the Provincial Bank with $500 in his name. Mr. L. Lamane, of the savings department of the Hochalaga Bank, said that Mr. Levi opened an account on February 15, and on March 4 he deposited $3,500, in a cheque drawn by Saxe & Sons on the Bank of British North America. The manager of this bank stated that Henry Saxe had told him that the firm's profits for 1901 were about $25,000. Later they issued a statement showing a surplus of $73,000.

The result of the first investigation was that Samuel Saxe, who had had charge of the retail store and knew nothing of the finances or hypothecation of goods just before the assignment, was acquitted; while Henry Saxe and David Levi were committed to stand trial at the June sitting of the Court of King's Bench. The amount of the bondsmen's liability was increased to $8,000, the personal bail of $10,000 being unchanged.

The following table, which appeared in The Shareholder, is the statement of the liabilities and assets of M. Saxe & Sons, up to the time of the sale of the stock:—

LIABILITIES.

Direct—			
Claims fyled		$158,250 91	
Claims not fyled		26,949 66	
Customers' claims		3,804 61	
As per contracts		6,187 70	
			$195,192 88
Privileged—			
Rents to 1st May, 1902		$ 3,645 45	
Taxes		412 00	4,057 45
			$199,250 33
Indirect—			
Bank of B. N. A.	$102,400 00		
M. Vineberg	19,845 23		
		$122,245 23	

ASSETS.

St. Helen St. stock	$ 33,579 21		
Fixtures	1,134 10		
		$ 34,713 31	
St. Lawrence St. stock, about	$ 17,000 00		
Fixtures, about	3,000 00		
		20,000 00	
St. Helen St. Book Debts—			
Good	$ 4,397 18		
Doubtful	770 07		
Bad	16,693 91		
		21,861 16	
St. Lawrence St. Book Debts—			
Good	$ 447 07		
Doubtful	149 87		
Bad	411 12		
		1,008 06	
			$ 77,582 53
Collateral Securities held by Bank of British North America—			
Bills receivable	$ 29,352 58		
Goods	1,500 00		
		$ 30,852 58	
M. Vineberg—			
Bills receivable	$ 13,719 65		
Goods	23,009 68		
		36,729 33	
		$ 67,581 91	

June is the month for retailers to sort up their stock every week in hosiery, gloves and underwear. The trade recognize that these are special lines with the Brock Co., Toronto, and this season the firm have laid in a large stock of these lines anticipating a big assorting trade for June.

Those of the trade who will soon need French cashmeres should make their purchases now, as an advance of 10 per cent. has been made in these goods in the English market. The market is very firm at the advance, and it is impossible to get an order taken except at the higher price. As soon as stocks on hand here have been exhausted the trade will have to pay a higher price for these goods; and in the present strong position of all woollens on the English market, a further advance in light wools is not unlikely.

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

A Few Words to the Beginner.

AS I have at different times received letters from young men desirous of becoming window trimmers requesting me to give them some idea of how to start in the profession, the necessary qualifications, etc., I submit the following:

Learning how to dress modern windows is very much like learning music. If it be natural, or a gift, you are very fortunate and will learn quickly and will be successful. If you have not the talent, no study, practice, or years of experience will finish you as an artist. You will work mechanically, and never become proficient. As others have said: "It must be born in you."

The first qualification necessary to one learning window dressing is a fairly good knowledge of the values of goods, consequently a couple of years' experience behind the counter in the various departments is necessary. I have seen some very fair window trims (that is the arrangement of the goods was very neat), but the window was evidently trimmed by someone inexperienced in the value of goods, as several pieces were shown "wrong side out." Another fault was that the best values were arranged in the rear of the window while the poorer ones were the most conspicuous.

Then another instance that I can recall to mind was a window of dress muslins very nicely draped, but on several pieces heavy jet trimmings were shown. Now, this clearly showed that the man who dressed the window did not know anything about the relation of one piece of goods to another. Who ever saw a lady with a white muslin dress on trimmed with a heavy jet trimming? A person with experience would have shown over a piece of muslin a very light delicate-looking braid trimming, or else a piece of pretty lace or insertion.

There are many other such faults that I have noticed, but those above-mentioned will suffice to illustrate the necessity for a thorough knowledge of the various lines of merchandise before attempting any window dressing.

If you have had some experience and feel that you have a tact or the ability to become (with experience) a window trimmer, my advice would be to "try your hand" every chance you get.

Subscribe to every magazine that has anything to say on the subject; observe closely the window trims of others more advanced.

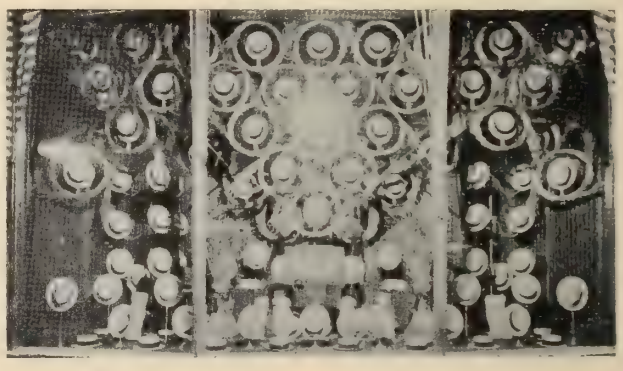
Take a trip as often as you can to New York and Chicago and other centres where fine trims are to be seen. Read the window-dressing columns of "The Review" each month, experiment on the suggestions it offers, and with diligent practice and study you will find it not only a pleasant occupation but a good paying one.

Many people have an idea that window dressing is simple and easy. Let them try it. It is one of the few arts that cannot be acquired in a short space of time unless it is really a natural talent, and unless it is, every act is hard labor. You are also exposed to all extremes: in Summer the window is "an oven," and often below zero in Winter—quite different from being in a comfortable temperature where there is plenty of air.

There is one thing I would advise a young man who is starting out in the business, and that is to make it a point to have your ideas as original as you can.

There are too many men to-day who are earning their wages "on other men's brains as it were." These men do not hold their positions long as it does not take their employers many weeks to find them out.

Of course, there are some "staple" ideas that are in use among the window fraternity all over the country. For instance, pleating, puffing, draping, etc., but what I have reference to is where one trimmer puts in an exact repro-



Novel Trim of Straw Hats.

duction of what he saw in his neighbor's window. Remember it is no credit or honor to you nor justice to the man whose brains furnished the design to steal his idea, and the public can tell very quickly who's who. Watch your competitor and profit by his success or failure, but do not acknowledge him your superior by imitating him.

Another point to remember is that after you have become fairly well advanced and have been successful in getting in a few good trims that have possibly brought you (as they generally will) some very flattering remarks from the press or the public, do not get the "swelled head." I know of several instances during the past month where young men "got the grin" for assuming that "haughty air," and "once upon a time" the writer, in his early career, almost got it himself. Of course, that was years ago, and I have profited by my former experience.

This is one of the "thorns" in the path of the average trimmer just as soon as he begins to receive flattery from the press or others. But nowadays there are very few merchants whose businesses will not go on just the same as

FOR SALE

The Nattiest Store Fixtures in Canada, at prices to suit the most exacting buyer. Call and see our large stock—everything made on the premises. It will pay you to send for our catalogue.

The Toronto Brass Mfg. Co.

93-95 Richmond St. West

'Phone Main 814 TORONTO, ONT.

A PALMENBERG CLOAK AND SUIT FORM



is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired, and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

New models, low bust, prominent hips, perfect shapes. Sizes, 30 to 42-inch bust. Bust made of Papier Mache and covered with fast black Jersey Cloth.

Heavy Wire Skirt, Japanned Iron Base and Standard. The new slide support and the screw in the top are distinct features and make the figure rigid and strong.

60 D.

J. R. PALMENBERG'S SONS

Office and Salesroom: 710 BROADWAY

Factory: 89 and 91 West Third Street, New York



The Best Possible Setting For Your Goods.

A Phillips' Illuminated

Silent Salesman TRADE MARK Show Case!

Patented in the U.S. and Canada.
John Petz, Patentee.

It will attract more attention, create more demand, loosen more purse-strings, and sell more goods than the best clerk on your pay-roll.

They talk when "silence is golden."

Superior in design and workmanship, and ornamental to the highest degree. We have been making good Show Cases since 1864.

Send for circular (lithographed in colors) and full particulars.

JOHN PHILLIPS & CO.

LIMITED

DETROIT, MICH.

Canadian Branch: Windsor, Ont.

JUN 21 1902

WINDOW DECORATING—Continued.

ever even if the "best man in the house" vacates his position. There is generally another man who is "just as good," and perhaps better, who will "fill his boots."

Therefore "modesty" is a great assistant in reaching the top.

Another point I would advise the beginner upon is (after he has had a few years, or months, under a good tutor and finds that he has made good progress in the art) to start out for himself. The field is large and the only way a young man can get along and make any headway towards proficiency is by going to "new fields." In this way his ideas are broadened, he comes in contact with new methods, and in most cases advances one step higher. This has been the experience of the best men in the business. This has also been the writer's experience. Had I not had the "nerve" to strike out years ago I would not be where I am to-day as regards position and salary, but would, perhaps, have been (like some of those who started when I did) in the same old rut where it is now too late for them to get out.

By the above I do not mean to encourage any man to "jump his job" when he is doing well. But years of experience have taught me and many others that, as a rule, a merchant will not pay a young man who has been in his employ from a boy as good a salary as he is capable of earning elsewhere. Of course, there are a favored few who have "grown up with the business," and whose employers recognize their worth and pay them well. But, I am speaking of the average case where you will generally find that the "new man" can come in and get things his own way where a man who has been there for a long period can not.

Several instances, and one only the other day, came to my notice when the "new man" got ahead of the "old man." A young fellow who trims the windows for a certain house in Toronto, in a conversation with myself passed the following remarks: "Well, we have got Mr. So-and-So with us now. The boss put him in the windows over me. I don't know why. He has ordered a whole lot of up-to-date nickel fixtures and forms that I could never get the boss to buy. I also understand he is getting a better salary than I am."

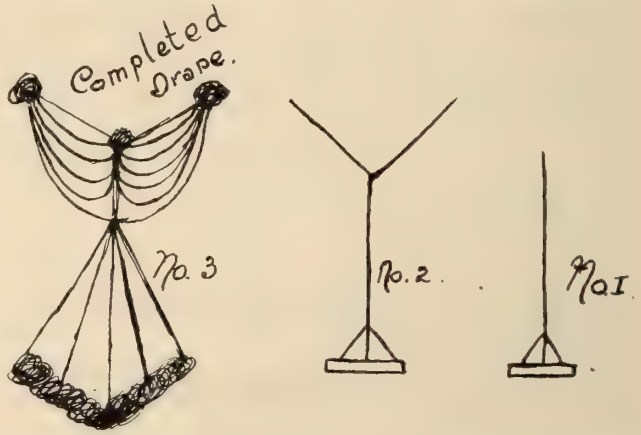
The writer remarked that he noticed the "new man" was putting in some fairly good trims. "Oh, well," remarked the "ex-head window-trimmer," "if I could have been allowed to use the goods he's getting to trim with and had I been able to get the necessary fixtures that he is getting I could have better trims than he has."

Judging the work of the two men referred to the writer thinks that the little fellow who made the above remarks is right. Here is another case where a young fellow who starts in at the bottom can very seldom get ahead after he has reached a certain point unless he "strikes out." I can recall other cases and one in which I was interested myself where the "new man" can generally get the laugh on the "old man."

A SUGGESTION.

A NEAT draping for silks or any single fold goods, such as opera flannels, muslins, prints, etc., is obtained by taking an upright strip of wood, nailed to a block (See Fig. 1 in illustration.) On the top of this nail two strips of wood (as in Fig. 2).

Pleat about three yards of the goods into two-inch pleats, fasten one end of this with a pin on top of the

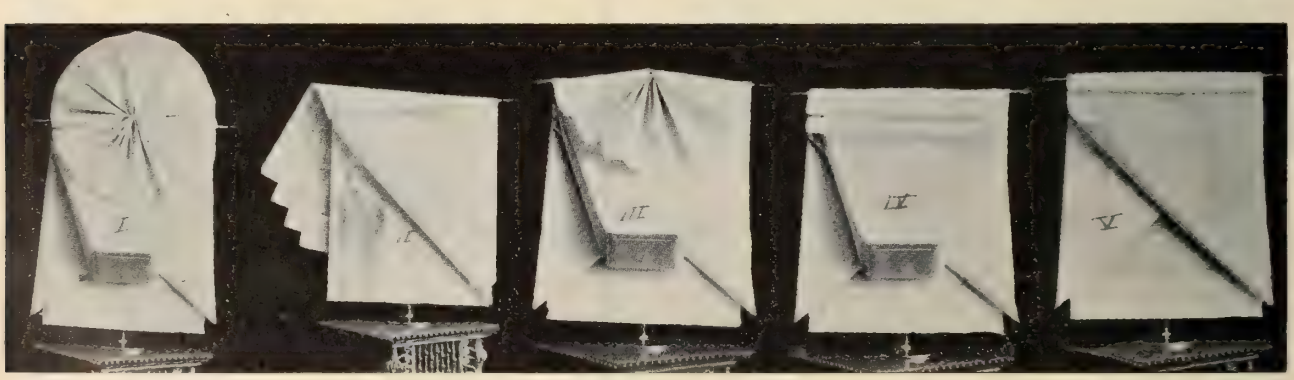


upright, then draw the bottom of the pleating up on both sides of the upright and pin it to the end of stick (see Fig. 3), thus forming a "butterfly" drape.

Allow balance of goods to drop down behind this and finish draping the rest of the stand which explains itself. This is a very simple and effective drape.

If you have never tried it, take a piece of goods and experiment on it. I keep a supply of these upright sticks (in two heights) and find them the cheapest and best stand for general purposes.

By way of a variety in drapery after this style you could use only one stick at the top instead of two.



Simple but Effective Silk Folds.

ILLUSTRATION No. 2

A few specimens of how silks can be folded over a T-shaped stand. These are by no means new ideas. However, they are neat and tasty, especially for counter-trims or over the fixtures. They explain themselves. In Nos. 1, 3 and 4, a piece of cardboard about six inches long and four inches wide is placed. The edges of the silk are merely folded inwards. Illustration No. 3 presents a novel way of displaying straw hats. As the straw-hat season is

NOTICE TO SHOW-CARD WRITERS



Owing to my advertising in THE DRY GOODS REVIEW a Book of Instruction at $1, teaching the Art of Sign, Show Card and Ticket Writing, I have had several requests from readers asking me to furnish them with the proper Paints, Brushes, etc. I have therefore decided to put up and express to any address, a complete outfit, consisting of:—

1 jar prepared Black Lettershine; 1 jar prepared White Lettershine; 1 jar prepared Yellow Lettershine; 1 jar prepared Green Lettershine; 1 jar prepared Red Lettershine; 1 jar prepared Blue Lettershine; 2 best Red Sable Brushes; 1 Striping or Border Brush; 1 set Skeleton Pattern Alphabets and Characters, etc.; 2 sets Skeleton Pattern Figures, $ and c. marks, 1 and 2 inch; 1 package Assorted Flitters.

ENTIRE OUTFIT, $2.00

Please, in writing, state, "Send DRY GOODS REVIEW special offer."

W. EDWARDS, Carleton Place, Ont., Box 315

"Burmese Bond"

Is a Superior Paper.

Where it is important that office records should be carefully preserved, one can never do better than use "Burmese Bond" for Stationery and "Burmese Linen Ledger" for your books. It is a valuable paper, with a fine writing surface, and possessed of exceptional erasable qualities.

CANADA PAPER CO. Limited

TORONTO and MONTREAL.

New Telephone Directory.

The Bell Telephone Company of Canada, Limited, is about to issue a new Subscribers' Directory for the

CITY OF TORONTO.

Orders for new connections, changes of equipment, changes of name or address should be handed in before June 15th to insure insertion in this book.

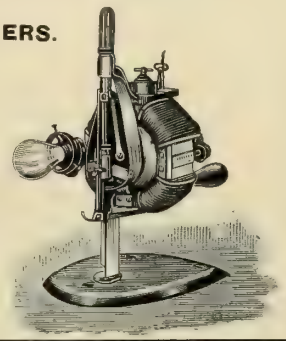
K. J. DUNSTAN,

TORONTO, May 31st, 1902. **Local Manager.**

If we could convince you that the use of our Cutting Machine would save you $1,000.00 every year, you would likely buy it, wouldn't you?

IT'S DOING THAT FOR OTHERS.

It Cuts White Underwear, Shirts, Overalls, Pants, Fine Clothing, Cloaks and Suits.



The Eastman Machine Co., Limited
247 Yonge St., TORONTO.

Window Fixtures
Wax Figures
Clothing Forms

AUG . 1 1902



Send for large 132-page Catalogue of up-to-date Fixtures.

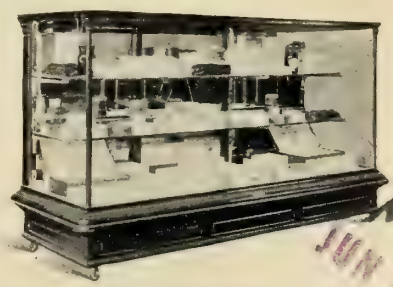
Manufactured by

A. S. RICHARDSON,

Factory and Showroom:
62 Hayter St., Toronto, and 714 Craig St., Montreal, Que.
'Phone Main 3687

If you have not seen "THE CORONATION" you have not seen the latest thing in floor cases. It is manufactured exclusively by The DOMINION SHOW CASE CO., and protected by patent.

This case has projecting glass top, edges either polished or beveled, laid on above frame and secured at corners, thereby protecting the wood. No place for dust to collect, no wood to become scratched or shabby in appearance. Top can be quickly removed to allow proper cleaning of case. British Plate throughout. Two glass shelves, 12 in. and 14 in. wide, on adjustable nickel-plated brackets. Doors slide on steel rollers on steel track. Made in Walnut, Oak, or Cherry. Dimensions of case, height, 42 in., breadth 27 in., any length.



"THE CORONATION"

JUN - 1902

High-class work only.

Let us figure on those new fittings you are going to purchase.

Dominion Show Case Co.,

TORONTO.

OFFICE AND FACTORY: 53 RICHMOND ST. E.

WINDOW DECORATING—Continued.

now on possibly the illustration may convey an idea for a trim on similar lines.

The hoops are wound with straw. A little wooden peg is nailed on the inside of the hoop on which the hat rests. A couple of bundles of straw, tied with ribbon, are placed on the floor on each side of the window. This is an "out-of-the ordinary" trim and would certainly command attention.

H. H

TO PHOTOGRAPH A DISPLAY.

An experienced window trimmer, who is nearly always successful in getting good views of his windows, says the best time is early in the morning, just before sunrise, when the light is good and yet too dim to allow any reflections from the opposite side. The gauge at such times is then only in the limit of exposure, and the character of the goods shown in the display—darker trims requiring longer exposure than light goods. But here, again, we have conditions not easily mastered until the real science of the work is perfectly understood. The operator must work out these difficulties by personal experimentation, amid his own environments, because he cannot be taught how to do it any other way.—Show Window.

FOR A DISPLAY OF HOSIERY.

A series of shelves supported by side standards may be advantageously covered with boxes of half-hose, the contents being pulled out partly and artistically and distributed with harmonizing intervals along the shelves and on the bottom of the window. If the composition be a blending of fancies, bright, solid colors and blacks, in suitable proportions, an idea is conveyed of the extent and variety of your half-hose stock. Of course, a display of this character is not within the province of the small dealer, but for the men's furnishing division of a department store it would make a very strong window, especially with a good sales-card.—Men's Outfitter.

FOR A DISPLAY OF MEN'S HATS.

Procure from your hat manufacturer a quantity of the various materials used in making alpines and derbies respectively. Arrange the derby materials on the floor of one side of the window, so as to clearly show each separate component material, and affix an explanatory card, "Your Embryo Derby." Directly in front of this place your most exclusive and shapely derby, and label it, "Your Derby." On the other side of the window arrange a similar display of an alpine hat and material, and, for the sake of variety, have the word "before" printed on the card to be placed with the display of material, and the word "after" on that for the completed alpine. Hang a derby on a floor stand placed in the centre of the window and lean an alpine against and concealing the base of the stand. The window floor should be neatly and smoothly covered with a material which will show up the hats to advantage.—Apparel Gazette.

A BIG SHIRT COMPANY.

The A. H. Sims Co., Limited, is being incorporated with a total capital stock of $350,000, headquarters at the city of Montreal; (a) To acquire as a going concern the business of the firm of A. H. Sims & Co., shirt and collar manufacturers, Montreal; (b) To carry on the business of merchants, manufacturers and dealers in all kinds of cotton, linen, silk, and other textile fabrics, as well as by all processes of manufacture to make the same fit for use as wearing apparel and to sell and deal in such manufactured articles; and, (c) To carry on the business of merchants, manufacturers and dealers in cardboard, paper and other similar materials, and by all processes of manufacture to make the same fit for use in the form of boxes and other receptacles of a similar character, and to sell and deal in the same as manufactured articles. The applicants are:—Anthony Haig Sims, merchant; William John Barnard, bookkeeper; Allison Haig Sims, clerk; Ernest Alonzo Bernard, clerk; Lindsay Rowan Sims, clerk; Percy Barnard, clerk, and Harold Haig Sims, clerk, all of the city of Montreal.

LEGAL PROCEEDINGS.

The property and goods of The Maritime Wrapper Co., were to have been sold at auction by the sheriff on May 12 to satisfy a judgment recovered against the company by The Colonial Bleaching and Printing Co. for the sum of $4,250. On the day of the sale, however, Mr. Jones, barrister, of St. John, N.B., served on the sheriff and officers of the company an order of Judge McLeod postponing the sale. Mr. Jones, acting for The Dominion Mills Cotton Co., claims that the judgment for $4,250 should be set aside and the affairs of The Maritime Wrapper Co. wound up.

FINE EMBROIDERED HANDKERCHIEFS.

There seems to be no falling off in the demand for these goods and the makers still endeavor to excel their previous season's goods in the tastiness of their designs. Some of the "Fleur de Lys" and "bowknot" patterns shown among Brophy, Cains & Co.'s new samples are exceedingly chic, as also are the running vine patterns. The firm claim that, the designs and cloths being right, high-class goods still hold their own; in fact, the demand increases steadily.

AN UP-TO-DATE DEPARTMENT.

Quite a change meets the eye on Brophy, Cains & Co.'s smallware floors. The heavy fixtures have all been removed and replaced by light ornamental shelves and a spacious muslin department arranged in the front half of the third floor. These goods are displayed to advantage on large counters and B. C. & Co. claim to have a complete range of all kinds of muslins for the sorting season, especially in white and black lawns, India linens, Swiss dress muslins, French organdies and Persian lawns. They are showing, too, some exquisite designs in fine all-over tuckings at very reasonable figures and have complete ranges of colored and white Swiss and Scotch spots and dimities, Swiss checks and fancy muslins, the latter in both black and white.

Stewart, Allan & Lemaistre have had an immense demand for their Gibson waists. Their designs in this popular waist have been received with great favor by the trade, who have not been much impressed by some other makes of the Gibson. They have had to repeat orders on all sheer goods, such is the demand for these.

Mr. J. Carrs, the founder of The American Silk Waist Manufacturing Co., Montreal, who can justly claim to be the pioneer of this important industry in Canada, is likely to assume the entire charge and control of the above company in the near future. Mr. Carrs can be addressed at his former office, 525 St. James street.

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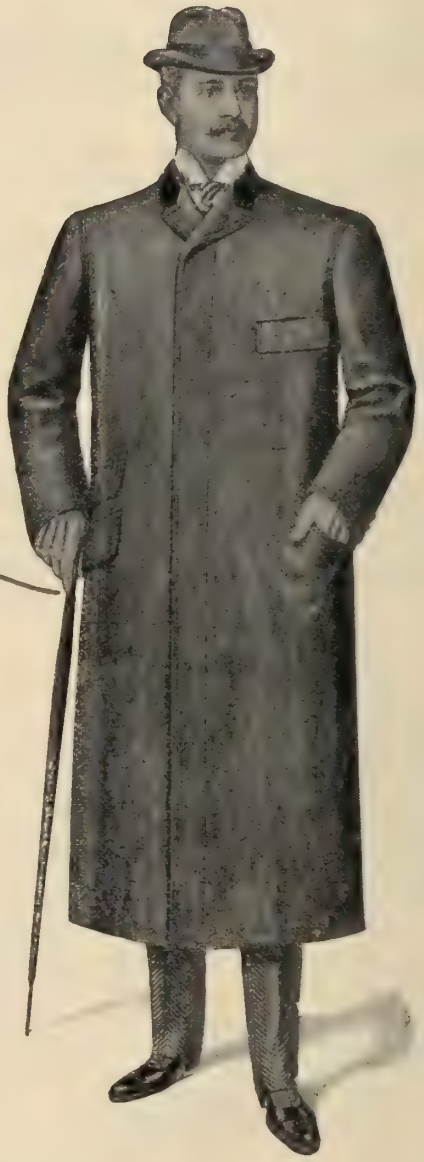
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NEW YORK	Room 443 New York Life Building.

Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.
Published the first of each month.
Cable Address: "Adscript," London; "Adscript," Canada.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, JUNE, 1902.

WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER

THE TAX ON TRAVELLERS.

THE result of the latest legal decision in Prince Edward Island on the Tax Act is satisfactory from the trade standpoint, and the courage of the firm interested, Messrs. S. Greenshields, Son & Co., of Montreal, in fighting the matter to a finish, entitles them to gratitude, because the result benefits not only themselves, but all houses doing business in that Province.

As the legality of the Act is still unsettled, we trust the Commercial Travellers' Association will now take the matter up, since the common rights of commercial travellers are really at stake, not only in the Island but elsewhere, as other Provinces might put on similar taxes. We are inclined to think that this law, which is contrary to the spirit of the Federal constitution, is also contrary to its letter, and that a suit would go against the Province.

From the fact that the law has not been disallowed at Ottawa little can be argued. Disallowance of Provincial laws has become, during recent years, more and more a political question, and Governments of all stripes seem reluctant to do through their Minister of Justice what can easily—and with less friction—be done in the courts. For this reason the legality of the Island measure can only be attacked successfully in the form of a case before the highest tribunals of justice.

The excuse given for the Island tax—the necessities of revenue—reminds us of the story of a commercial traveller who complained to a hotelkeeper of being charged $2 for a breakfast.

"You know," said the traveller, "that it isn't worth so much. Why do you put the charge so high?"

"Well," said the hotelman, slowly and impressively, "it's just this way, I admit it's a high charge, but I need the money!"

Granted that Prince Edward Island's sources of revenue are limited, there is no special necessity for putting on so vexatious a tax as the one now objected to. There are other ways of raising money. The law as it exists does not fairly represent the sense and character of the Island mercantile community, which deservedly stands high, and we believe that the merchants of the Province are not indifferent to the opinion held of them by the outside business world.

The tax is poor policy, when it prejudices outsiders with capital and enterprise against the Province. No one knows when a large Prince Edward Island undertaking might not require the support and encouragement of people in other Provinces who are now little inclined to view it with favor. Besides, the consumers of the Island pay the tax, not the travellers and firms who are sought to be saddled with it. There is no doubt about that. From every standpoint the law should be repealed.

USE OF LACE.

It is noticed that the use of lace as a dress accessory is not so profuse or general in Canada as it is in the United States. Any one visiting a large city in the United States is struck by the great show of lace which appears on ladies' costumes.

The difference between the fashions of the two countries in this respect is partly accounted for by the wealthy class being larger in that country than in ours. It is also a fact that the Americans go to the extremes of fashion more than we do.

The lace trade in Canada, however, has been excellent. And the demand for every kind of lace, especially Plauen lace, has been the best on record. If our women are not dressed so showily, they at least dress with equal taste, and their purchases of lace have been a profitable fashion for a great many retail merchants.

BEGGING FOR SUBSCRIPTIONS.

ONE of the latest instances in the begging-letter movement, to which several references have been made in these columns lately, is an application to one of our firms from a person who is not connected with the trade at all.

He asked for a contribution in support of a local celebration. It was not to be made through local retailers at all. It was simply a demand from some person or other who undertook to speak for the retail merchants of the place, and who was pleased to say that these same merchants would be gratified if the firm responded.

This is a clear proof of what we have been contending from the first, that if this matter were left in the hands of retailers no such applications would be made. It is a most difficult problem for the retail merchant to know how to evade these demands made upon him by the persons in his town who deal with him.

Probably the only way to escape these bothersome subscription agents is for the local merchants to come to some sort of general understanding, as well as have the subject discussed by their local newspapers. We observe that in more than one quarter our article on the subject in last issue of THE DRY GOODS REVIEW was reproduced in full. It was not written with any such purpose.

We feel quite sure that a reasonable appeal to the pride of the community by its local paper would effect some good. The number of persons who pursue this means of getting outsiders to attend to their local subscriptions is limited. No retail merchant, we feel sure, originates the scheme. It is started by others in the town. It ought to be stopped.

If business houses, either wholesale or retail, allow it to take root where is it going to end? People in certain localities will be writing to business centres for aid for all sorts of things—perhaps to help to build a new sidewalk, or perhaps to provide a set of clothes for the last new baby.

CANADA AS A MARKET.

WE note in several United States trade papers some encouraging articles on the growth of that country's trade with Canada.

The basis for these articles is furnished by our official returns of goods imported, printed monthly at Ottawa by the Canadian Government. These figures are accurate and show correctly enough that Canada imports far more from the United States then she used to do and likewise much more than the republic buys from her.

One fact, however, ought to be kept carefully in mind by these United States papers. A portion of our imports from that country consists of raw material, raw cotton, etc. These imports continue to increase all the time as our industries expand. There will always, therefore, be a large import trade, mostly duty free, with the United States.

But naturally our neighbors want to increase the business in manufactured goods. This is to some extent being done now, Canada's tariff being so much more liberal than that of Washington. If, however, it should become Canada's interest to approximate in some degree her tariff to that of her neighbor's on manufactured goods the Canadian market—except for raw material and a few other lines—would absorb less from the South.

Such a result is not impossible. It behooves United States business men to keep their eyes on this phase of the situation if they want to keep and increase their Canadian business.

PUBLIC APPOINTMENTS.

A lawyer has been appointed Deputy Minister of Agriculture at Ottawa, that is, permanent head of the Department. No doubt he is a lawyer of ability and experience. with strong claims on the party. But is it good business to select a lawyer for a post of this kind? There are duties involved, no doubt, in which legal knowledge is useful. There are few positions in life where knowledge of law is not useful. But the Department of Agriculture has, in the officials of the Department of Justice, all the legal advisers necessary to decide any legal points that arise. An intelligent man who has succeeded well in agricultural, exporting and commercial life would be the kind of person required as the permanent head of the Agricultural Department. The country could afford to pay well for such a man. We do not believe in selecting an expert plumber to build a house, a merchant to argue a lawsuit in court, a farmer to be a physician in a hospital, or a lawyer to be Deputy Minister of Agriculture. It may be business, but it looks to us like politics.

WOOLLEN FABRICS.

Advices from the woollen markets of Europe go to show that the advanced prices for fine wools, which have been going on steadily during the last year and a half, are beginning to tell in manufacturing circles.

In our dress goods department will be found some interesting speculation on this subject from the Bradford market. We are informed that manufacturers of French dry goods have already begun to withdraw quotations and to stiffen their price lists.

Late advices from both Leeds and Huddersfield show that quotations have been withdrawn to Canadian buyers on certain lines of worsteds, while on others advances in prices have been made.

In one case we hear of an advance of 2d. a yard on worsteds, which would mean, laid down duty paid here, an advance of 5 or 6c. a yard. It would look as if the depression in the woollen market was steadily passing away.

EARLY CLOSING.

THEY have thrown out an early-closing Bill in the British House of Lords, and some criticisims have in consequence been indulged in.

As THE REVIEW believes in early closing, as most of its readers do, the subject is not without interest to us in this country. The circumstances in England may differ so greatly from ours that perhaps no comments could be made here which would possess intelligent application for England.

It seems proper to say, however, that in Canada early closing has proved most successful where it was the result of voluntary co-operation. Merchants in the same city or town meet together and consider a shorter-hours proposition made by the clerks backed by public opinion. The result is generally successful.

To invoke legislation to enforce shorter hours has almost invariably roused much antagonism. Men do not like to be forced. Some years ago the Ontario Legislature passed a measure having the closing of shops in view. There arose out of it some unfortunate disputes.

There is in these days too much fondness for restrictive legislation. Too many vote-hunting politicians are always willing to grant applications of this kind. If public opinion is not really behind such demands they always prove of no permanent use.

The season is approaching when clerks should get as short hours of work as are consistent with the interest of a business, and we believe the tendency in Canada is to grant these concessions wherever possible.

THE COLD SEASON.

All over the world cold weather has prevailed up to the very beginning of June. The same report comes from Paris, London, New York—no Spring-like weather, and a decreased demand for certain lines of goods in consequence. With the beginning of June, however, what seems to be the permanent establishment of Summer has arrived in Canada and June business promises to be good. Merchants should make up for any lost time by increased activity—good advertisements changed frequently, attractive window displays, likewise changed as often as possible, and dwelling upon certain lines that are needed for both men and women who may have put off purchasing till the temperature went up.

CLEANER BILLS.

THE cry against dirty money is now being kept up against the bills of the chartered banks, and also against the Government notes, the ones and twos, for the improvement of which a vote was taken in Parliament last session.

It is stated that the reason why there are still in circulation some filthy notes, issued by the Dominion, is that the small bills which are used in the towns and country are paid out again by the branches of the bank, instead of being sent to headquarters to be exchanged for supplies of new notes.

If this be so, we would think that the local manager of a branch bank would be glad to accept a suggestion from any local merchant who is a customer of the bank, and take the necessary trouble to make the exchange. There is no doubt at all that the condition of the great majority of the small Canadian bills is far better than it was, and that the agitation conducted by THE DRY GOODS REVIEW, and by other journals, has been in some degree successful.

It may be necessary, however, to keep up the agitation a little longer until the practice of issuing clean bills becomes the accepted policy of both banks and merchants.

BUYING CARPETS IN CANADA.

The Canadian carpet importers, who do a big wholesale trade, claim that they are more and more absorbing the home business themselves, and that the British houses whose travellers come out regularly to this country do less.

Of course, this is a claim which is made by one of the class interested, and is, therefore, open to the objection of being called a biased view. At the same time the assurance is given very strongly that Canadian wholesale carpet departments are able to import so largely and to carry so good a stock that they are able to sell at figures which meet the prices of the British manufacturer himself.

Of course, the British house does not advertise here. Their names are, therefore, not known in retail circles generally, and for the most part they only select such retail customers as they see fit to do business with. Some retailers import direct, but it is said that they have found it paid them during the past two years to buy from wholesale stock carried in Canada, rather than make shipments themselves. The wholesaler also claims to sell as cheaply as the direct importer, with the added advantage of being able to ship at such times and in such quantities as the retail trade desire.

OILCLOTH PRICES.

It would not be surprising to some in the trade to see an advance shortly in this market in the price of oilcloths.

The British manufacturers of oilcloths have not been making the margin of profit to which they are entitled, owing to the heavy advances in the raw material. Owing to the condition of home trade they have not thought it prudent up to the present to charge anything additional on their manufactured lines. Apparently they have been content to see their profits reach the vanishing point.

However, now that trade has improved and prices of raw materials still keep up, the manufacturers are believed to be on the point of issuing a new price list. According to our advices, a meeting of the Scotch linoleum and oilcloth makers was held in Edinburgh, May 29, and it is quite possible before THE REVIEW is off the press an announcement will come.

There have already been advances in these lines in the United States, and if the British makers follow suit we may expect a similar movement in Canadian table and floor oils.

Waists | Silk, Cotton, Flannel, Albatross and Cashmere.

NEW SILK WAIST COMPANY.

A NEW firm which is likely to soon take a prominent place in the Canadian silk waist manufacturing industry has been formed in Montreal. The partners are Mr. I. Mishkin, who has recently severed his connection as designer for The New York Silk Waist Co., and Mr. H. Margolin, lately the designer for The American Silk Waist Manufacturing Co. It is expected that the manufacturing will commence this month.

The above mentioned gentlemen are very well known in the silk waist business in Canada, and their united efforts will result in a strong company, capable of securing and holding the patronage of a large section of the dry goods trade. High-class garments will be a specialty ; and all who have been acquainted with their work in the past will feel confident that the waists turned out in the new factory will indeed be of a superior grade, both as to design and manufacture. There is plenty of room in the Canadian trade for such a firm as this one. The silk waist business is growing more and more important each season ; more attention is being paid to this branch of the trade by retailers than ever before, and every store of any pretensions now has its waist department, which is one of its most prominent features. So when a new company, the members of which have such an enviable reputation in the business as Messrs. Mishkin and Margolin, appear on the scene, they can secure an attention from the trade that will make the venture a success from the start.

Further particulars in regard to this company will be found in our next issue.

LADIES' BLOUSES AND SHIRT WAISTS.

From the large manufacturers in Canada, the Brock Co., Toronto, have selected their various ranges of blouse and shirt waists to retail at 50c., 75c. and $1. Amongst the shipments just in are clearing lines in white dimities with blue, pink, helio and cardinal polka dots for 50c. retailing, and fancy white muslins to retail at 75c. Both of these are about 50 per cent. below regular prices, and decided "snaps."

THE LACE MARKET.

No particular change is to be noted in the fancy millinery lace branches, say Nottingham advices to The Drapers' Record, the demand remaining good and the fashionable makes of lace continuing in favor. Valenciennes, torchons and fancy varieties in laces, nets, insertions and galons, make up the principal assortments for the best markets. American laces and heavy crochet nets are in ordinary request. Silk laces are still neglected.

There is a good demand for mosquito nets, and ordinary bobbinnets are in average request. Spotted nets and zephyr tulles are abnormally high, successive advances having greatly increased the cost since last year. Stiff nets are moving in limited quantities. Millinery tulles and point d'esprit nets are steady in value, and suitable machinery is well engaged.

Curtains, window blinds and toilets are moving steadily, but the business is somewhat unequally divided. No doubt the turnover in the aggregate is very large, but the competition of Scotch and other outside houses is very severely felt.

Briskness still characterizes the business in the making-up departments, which are turning out large quantities of collars, collarettes, caps, aprons and other fancy articles. This department is somewhat handicapped by the difficulty of securing sufficient skilled female labor. Plain and fancy veilings and 20 inch yoke nets are in good request. Irish trimmings show no change of importance. There is no improvement in the everlasting trimming and cotton embroidery branch.

LONDON WOOL SALES.

The May series of London wool auction sales began on the 10th. Competition was active and prices were firm. Medium and fine crossbreds ruled 10 per cent. above the March average prices, and good combing merinos advanced 10 per cent. Cape of Good Hope and Natal scoureds were 1d. higher.

CROMPTON'S NEW STORE.

Plans have been completed and preparations made for the immediate reconstruction of The E. B. Crompton & Co.'s premises on Colborne street, Brantford, and the erection of a commodious and handsome store, which will challenge comparison with the best of its kind in the Province of Ontario. The whole front of the present premises will be removed and a building of exceptional architectural beauty and attractiveness erected in its stead. The new store will have a frontage of 52 ft. on Colborne street, will be three storeys high, of red-faced pressed brick, with cut stone pilasters of an ornate and solid appearance, and a plate-glass front from ground to roof-top. Large plate-glass windows will occupy the front of the three doors, while over each window prismatic lights will be placed, while the top of the building will have an ornamental parapet surmounted by a flag pole.

DEPRESSION IN COTTON INDUSTRY.

Depression is still affecting England's cotton-spinning industry. For eight weeks 16,000,000 spindles in Lancashire, employing 48,000 people, have been running only four days a week, and it is now proposed by the masters' association that four more Saturdays shall be closed days. The cause of the fewer hours worked is the overproduction of yarn and the accumulation of stocks in first hands.

CREDITORS OFFERED 75C.

An offer was made at the meeting of the creditors of G. R. Blyth & Sons, dry goods, Ottawa, held in Toronto recently. The statement submitted showed nominal assets of $228,900, and liabilities of $165,596. The creditors were offered 50c. cash and 25c. at three, six and nine months. No decision was reached at the meeting, but the creditors appear to be in favor of accepting this offer.

The Brock Co., Toronto, are continually receiving new belts, amongst them being the New Duchess, shown both in 25 and 50c. goods, in patent leather, black and white pique, black covert, blue serge and embroidered.

James Kendry, M.P., of Peterborough, has been appointed manager of The Canada Woollen Mills Co., retaining his interest in the Auburn mills. It is not Mr. Kendry's intention to resign his seat in the House of Commons at present.

The demand for plain taffeta and fancy neck ribbons, cotton and satin back velvet ribbons, baby ribbons, etc., cantinues exceedingly active. Brock's stock is very complete and is being supplemented weekly by fresh shipments. They only ask a staple, not a fancy, margin of profit.

The Largest Exclusive Waist House in Canada

PERFECT FIT



FINISH QUALITY



A LEADER

Richesse Taffeta; Buttoned in back; Front and Sleeves tucked and trimmed with insertion; New Cuff and Collar. Can be retailed at **$1.75.** Black only.

New York Silk Waist Manufacturing Co.,
40 St. Antoine Street,
MONTREAL.

DO YOU

handle our superior lines of Corsets, Bustles, Dress-Stays, Etc.? If not, we would be pleased to have you write for particulars.



BRUSH & CO., TORONTO, ONT.

RELIABLE MERCHANTS WANT

Reliable Silk Waists, Skirts and Jackets.

WE MAKE THEM

Since the fire, Mr. J. Cars is reorganizing the Company and will have his samples on the road in the near future.

American Silk Waist Mfg. Co., 323 St. James St., Montreal

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Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

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THE
CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

THE CANADIAN COTTON INDUSTRY.

Meeting of Colored Cotton Co.'s Shareholders.

SEVERAL points of interest to the general dry goods trade of Canada came out at the annual meeting of the Canadian Colored Cotton Mills Co., held in Montreal, May 29.

The inferences to be drawn from the remarks of Mr. David Morrice, president of the company, and Mr. C. D. Owen, a director, are: 1. That textile manufacturers find the small population of Canada a drawback to expansion; 2. That the preferential tariff is unsatisfactory to the cotton as well as the woollen industry; 3. That cotton can be manufactured in the Southern States for about 2c. per yard less than in Canada. These very important facts will doubtless be carefully weighed by the Canadian trade.

In presenting the annual report to the shareholders, Mr. Morrice mentioned that the profits for the year had amounted to $221,000. From this sum came interest on the bonds, which amounted to $111,000, and a four per cent. dividend on the paid up capital of $2,700,000, amounting to $108,000, leaving a small balance to place to the credit of profit and loss. During the year goods to the value of $2,700,000 were manufactured, which is $350,000 less than was manufactured the previous year. During the 12 months the sales were $150,000 in excess of what they were the year previous. The stocks on hand were thus reduced to a considerable extent. Considering the condition of the markets, this was considered the best policy, and the stocks on hand were first class in every respect.

Mr. Morrice deprecated the fact that the manufacture of textiles had proved so unsatisfactory throughout Canada. What was needed most was a population sufficient to take care of a larger product. Foreign importation had also been such as to interfere with home industries. The tariffs were in a most unsatisfactory condition. They had done what they could to make the Cabinet Ministers see the error of their ways, but apparently had not made much impression. In the meantime, all those who had placed their money in manufacturing enterprises right here in Canada were suffering by the reduction which had been given in the preferential tariff.

The $2,000,000 worth of bonds which ran out this year had been renewed. Many had been taken up by the old holders, thus showing that they had every confidence in the ultimate destiny of the company.

In answer to some questions, Mr. C. D. Owens stated that the present condition of the cotton manufacturing business was unfavorable owing to the limited market and the number of mills now in operation. He then referred to the keen competition which mills in Canada were subjected to. The cost of manufacturing a pound of cottons into indigo denims was in Canada about six cents. While on a recent trip into the Southern States he had seen these same denims manufactured for 3¾c. Long hours for the hands and the most improved and up-to date machinery would account for the reduction. Mr. Owens stated that during the year the mills owned by the company were stopped 18 per cent. of the full working time and 20 per cent. of the spindles were not operated.

The old Board of Directors was re-elected as follows: Messrs. D. Morrice, Hon. G. A. Drummond, C. D. Owens, E S. Clouston, T. King and D. M. Morrice, jr. Among those present at the meeting were Messrs. D. Morrice, T. King, W. R. Houston, C. D. Owens, D. Morrice, jr., P. A. Gault, R. Macdonald, R. R Stevenson, George Caverhill, James Wilson, E. H. Copland. L H. Archambault, Sam Lichtenheim, J. J. M. Pangman and Geo. L Cains.

CURIOUS EXPERIENCE OF MERCHANTS.

For some time past a girl of 12 called Mary Fox has been obtaining goods from several of Gravenhurst's merchants, ostensibly for customers. In the Winter she went to one of the stores and represented that she was the sister of the Sanitarium doctor at Gravenhurst and that he had sent her to get a fur cap and other things. She waited for some time as she said her brother was going to call for her, and pay for them. After going to the door to look for him several times, an hour or so was passed. Then she said she would walk on, taking the goods with her, and that the brother would come in the next day to pay, as he had most likely been detained by a patient. No brother had sent her. After a day or two the merchants got their goods back from the girl's guardian. Another lot of goods was got by her from another store on a different pretence. These were also returned. Later on she got a coat and gloves and a pair of slippers and rubbers also for a well-known resident; and finally after a few days she attempted to get a waist and belt from Messrs. Homer & Co., but they on sending the goods to the person named on the written order found that no such things had been ordered by them. The girl was arrested on three charges and was sent to the girl's refuge.

TRAVELLERS NOW OUT.

The representatives of Rathbone, McNeil & Co., Montreal, are now out on their various routes with a full line of ladies' ready-to-wear hats, and are also showing a splendid range of boys' and men's caps. This firm report a record-breaking business, which attests to the popularity their lines have met with from the trade in every part of the country covered by their drummers.

THE COMING TRIMMING.

"White appliques and fancy lisse combinations will sell for dressy use," say Brophy, Cains and Co., "but we predict that the big demand for Fall will be for strappings, plain and embossed. All outdoor skirts and coats will be trimmed with them and we have bought with the expectation of having a big rush in all this class of goods."

John Macdonald & Co. have received a shipment of ping pong sets to retail at 75c., $1 and $2.

Ladies' showerproof raglan coats, to retail from $6 to $9, all sizes, and different colors, are shown by John Macdonald & Co.

New samples of waterproof coats for Fall are now in the hands of The Beaver Rubber Co.'s travellers. Among them are some lines in grey, fawn and olive, which are both new and attractive.

The W. R. Brock Co., Toronto, report that in fancy parasols and plain sunshades they have received a supply in good-wearing silks, choice handles and up-to-date frames, to retail from 50c. to $4 each.

Wholesale Millinery

SELECT STYLES IN SAILORS.

We are showing an extensive assortment of Sailors. We have all the best selling lines of the season. There are a number of the most popular styles that cannot be had elsewhere.

Orders always receive prompt and careful attention.



OCEANIC

Styles and Prices Right



TRIPLE EDGE

The D. McCALL CO., Limited.

The Tendency

Northway Suits Skirts Coats and Jackets

toward correct dress at moderate cost is stronger than ever, and the opportunities of the ambitious retailer are magnificent. All conditions favor the dealer who seeks an opening into the field of better trade.

The NORTHWAY Shape-Keeping Garment

has none of the provincial "ready-made" appearance that creeps into some garments, but is critically correct in every detail, material, cut and finish.

Our styles are accepted as standard in all the principal cities and towns in Canada. We have better designs and more of them, better tailored coats, suits and skirts than ever before, without any corresponding raise of price.

We solicit first-class accounts everywhere and are anxious to serve you. If not on our list write us, and our salesman will call, bringing with him the tiptoppest collection of garments ever shown.

John Northway & Son, Limited

Makers of Shape-Keeping Garments,

WELLINGTON ST. WEST, TORONTO

CARPETS, CURTAINS AND WALL PAPERS

Canadian Trade Good.

THE business done in housefurnishings of all sorts during the past month by both wholesale and retail firms is reported to have been exceedingly good.

Orders have come in to the largest jobbers from all parts of Canada. One of these large concerns has imported this season one-third more than their usual stock. There has been an enormous trade in all sorts of curtains.

Madras curtains are coming in again, and have been selling well both by the yard and in pairs. The sale of mats, rugs and squares is phenomenal.

Reducing Their Capital.

It is reported from England that John Crossley & Sons, of Halifax, have decided to reduce their paid-up capital from £4 to £3 shares by returning £1 to the shareholders. The company actually finds itself with too much capital, and believes the sound policy under such unusual conditions is to return the unrequired amount to the shareholders. The company's directors announce that its affairs are in the best position, fully warranting the step taken. The chairman, Mr. Edward Crossley, in submitting the proposition (which was unanimously adopted) said: "It was not well for a company to have too little capital, nor was it well, on the other hand, for them to have too much, and when a company found that it had more capital than it required it could not do better than repay to the shareholders what it did not need. Those were the simple and sole reasons which had led the directors to recommend the adoption of the present course. In the second place, it was a pleasure to him to move the resolution because the company was, he was glad to say, in a position to carry out that policy of reducing its capital. Its ability to do so could not be questioned, for it was never in a better position than at the present day. (Applause.) In the third place, the method they were taking was the same as they took four years ago; not because they liked it exactly, but because it was the only simple available one under the Act of 1880. It did not give them power to pay out the money in reduction of liability as well as of capital. The question of liability would have to remain to be dealt with until some future time, because under the Acts of 1867-8 it would prove a costly and tedious process."

Fall Opening in New York.

New York advices say that the Fall season of 1902 on carpet and rug lines opened there auspiciously May 20 judging from the many reports from agents of all the principal lines. Buyers were numerous and the various jobbing houses in all sections of the country were well represented. The orders placed showed little, if any, conservatism, many dealers stating that they were short of almost every grade of goods and were anxious to cover themselves for the coming season. The representative of a prominent jobbing house speaking of the opening said: "I have attended openings for the past 15 years, but have never seen orders so freely placed or such a number of buyers in the market. Fine wool goods are very scarce and Persian effects decidedly hard to obtain. Where they will come from to meet the demand is yet to be learned. Stocks throughout the country are low and buyers are starting the new season under well cleaned up conditions." W. & J. Sloane, wholesale carpet department said: "The opening of this season's carpet business has been very satisfactory and every indication points to a most successful season. Prices show little change from those quoted last year, with the exception of ingrains which have advanced. Brussels and Wiltons are very firm at former prices, also, Smyrna rugs."

Big Trade in Canadian Quilts.

The Alaska Feather & Down Company, of Montreal, Limited, bedding manufacturers, are at present enjoying a record-breaking business. A particularly strong line of cotton-filled bed quilts has sold quite freely for Fall, and lambswool and eiderdown-filled quilts have been brought out in a number of exceedingly choice designs, entirely new, for which nice orders are being placed by the retail trade. The Alaska Feather & Down Company are showing a much larger variety of lines than formerly, and are continually extending their facilities for manufacturing specialties in pure and wholesome bedding.

Specials for Current Trade.

John Macdonald & Co. have 100 pieces of tapestry carpet, in one, two and three piece lots, left over from Spring trade, which are being cleared under regular prices. The patterns and qualities are regular lines, the only reason for clearing being the small quantity. In the same department two lines of jute rugs, 27 x 60 and 36 x 72, are being offered under regular prices. A drive in English white quilts, large size, fringeless, is shown. A repeat of their noted 8-4 tapestry cover retailing at $1.50 is in. There is a complete stock of Axminster squares from 7 ft. 6 in. by 10 ft. 3 in. to 10 ft. 11 in. by 14 ft. 3 in.

Decline in Turkish Rugs.

The manufacture and exportation of rugs form one of the most important features in the industry and commerce of the Ottoman Empire. The annual exportation exceeds $1,450,000 and includes about 52,000 pieces. Of late years, the demand in Europe for rugs of a purely Turkish origin has suffered a marked decline. (It is to be noted that a considerable fraction of the rugs sold by Turkish dealers come originally from Persia.)

This slackening demand has led to an investigation of its causes by those chiefly interested in the trade. The results of of this inquiry are summarized in the Turkish journal Ikdam. It is found that the decline is chiefly due to the marked inferiority of the wool now employed in the rug-weaving districts. The best grade of wool for this purpose comes from the pastoral regions along the southern half of the frontier between Turkey and Persia. Nearly all of the wool produced in this region is now exported into Persia, and but little finds its way westward into the industrial centres. It is hoped that, with the construction of the Bagdad Railway, the new transportation facilities will change the current of this important product and render it more accessible to the weavers of Anatolia.

U. S. Consul Norton, of Harput, reports that this falling off in the demand for the rugs of Anatolia and Kurdistan is

LACE . . . CURTAINS

At about this season of the year dealers find their stock of lace curtains running short. It would be well for them to remember that more than 100,000 pairs of lace curtains are carried in stock by Geo. H. Hees, Son & Co., 71 Bay St. This firm manufacture Window Shades, Curtain Poles and Fittings of all kinds and sell them at a price that affords the retailer large profits.

Upholstery Goods, Draperies, Furniture Coverings, Silk and Cotton Plushes, Chenille and Tapestry Curtains and Portieres, Table Covers and a full assortment of Upholstery Supplies are in stock ready to deliver by

GEO. H. HEES, SON & CO.,
71 Bay St., TORONTO.

If you are in the vicinity of Montreal, call at our Warehouse No. 20 St. Helen Street.

not due entirely to the quality of the wool employed. Two other factors favor the rug production of Persia in the markets of the west. The first is the more extended use in Turkey of the brilliant but fugitive aniline dys. In Persia, the less vivid but permanent vegetable coloring matters retain their ancient vogue. Again, the artistic sense seems more highly developed in Persia; at least, there is more conformity to Occidental canons of beauty, as far as designs and color combinations are concerned. There is no doubt that these three factors are seriously affecting the demand for the products of Turkish looms.

The British Carpet Trade.

Kidderminster advices to The Textile Mercury say: "Business in carpets is the turn brighter, for the good demand which retailers experience leads to a large number of repeat orders. The looms in the neighborhood are going full time, but trade generally is of an irregular, hand-to-mouth nature. The yarn trade is busy in some branches, and slack in others. On the whole, the market is stronger, and prices are against the buyer, but this is caused not so much by a better local demand as by better business in other markets, and consequently less competition in carpet yarns."

Special Orders.

At this time of the year, when families are moving and shifting about, new window shades are required. Handlers of window shades should let their customers understand that they can furnish any odd size or color of window shade or trimmings, and if such orders are sent to Messrs. Geo. H. Hees, Son & Co. you will be promptly and satisfactorily served.

The looms of Messrs. Geo. H. Hees, Son & Co., at Valleyfield, Que., are turning out some beautiful lines of tapestry goods. These are sold as piece goods and also made up into the regular-sized portieres with fringe, etc. There are many other lines which Messrs. Hees & Co. manufacture, and if any of our readers who carry these lines are not already handling their goods they should connect themselves with this house.

The Coronation Carpet.

The carpet to be laid down in Westminster Abbey on the occasion of the Coronation will be woven of mohair, and the order has been given by the Office of Works to Messrs. Webb & Sons, of Worcester, who are weavers of that material. It will cover an area, says The Textile Mercury, of 725 square yards. The average weight per square yard will be 8 lb.; the total weight 2½ tons. Messrs. Webb & Sons hope to complete their task by the last week in May. The preparation of the looms alone occupied nearly a month, for it was necessary to reconstruct them to suit the particular method of weaving which has been adopted. This method, whereby the tufts are secured more firmly than has been possible, is the invention of the firm. It is the outcome of their anxiety to produce a Coronation carpet worthy of their reputation, and the process is being patented. The carpet is being made in two widths of 36 inches each, with borders of 18 inches each. It will be handed over to the Office of Works to be made up and to be put down. Corner squares are provided, so as to avoid the use of the mitre, which cuts into the pattern and throws it all askew. The sketch design was supplied to the manufacturers by the Office of Works, and was prepared for working purposes by Mr. James Greenwood, of Kidderminster, the designer of the carpet presented by the manufacturers of that borough to Queen Victoria on the occasion of the Jubilee of 1887.

Cleaning Delicate Carpets.

The cleaning of delicate carpets is often quite a problem, and the following recipe, given by an experienced chemist, is said to remove soil and spots from the finest fabric without injury of the colors: Make a suds with any good white soap and hot water, and add Fuller's earth to this until the consistency of thin cream is secured. Have at hand plenty of clean drying cloths, a small scrubbing brush, a large sponge and a pail of fresh water. Put some of the cleaning mixture in a bowl, and dip the brush in it; brush a small piece of the carpet with this; then wash with the sponge and cold water. Dry as much as possible with the sponge, and finally rub with dry cloths. Continue this till you are sure that all the carpet is clean, then let it dry.—New York Carpet Trade Review.

Lace Curtains.

Probably there is no class of goods which the retailer finds so safe, sure and profitable as a well-selected stock of lace curtains. Styles may change, but never enough so as to make the average customer "fussy" as to whether they are this year's or last year's patterns. Messrs. Geo. H. Hees, Son & Co. are considered headquarters for lace curtains in Canada, and, as they claim to carry about 100,000 pairs of these quick-selling, profitable goods, they are unquestionably entitled to their claim. They have a dozen travellers on the road, covering all parts of Canada, who carry a full variety of not only lace curtains, but a general assortment of upholstery goods, curtains, window shades and many other articles that they sell at prices which afford the retailer large profits.

Good Trade Reported.

The Gault Brothers Co. have finished up the best Spring season in carpets they have ever experienced. Their new Fall goods, which are in now, include, amongst other lines, full assortments of new tapestries, brussels, linoleums, and carpet squares of all sizes. The buyer for this department leaves about the middle of this month for the European markets to secure samples for Spring, 1903.

THE SILK TRADE.

The demand for black Japan taffeta has been very great throughout the season, and in consequence K. Ishikawa & Co. report they have frequently had to delay shipment of orders. They now have on hand a complete assortment of black silks as well as white and colors, and likewise a complete stock of soft India silk and Japan taffeta in white, these silks being largely used for confirmation, commencement and bridesmaids' dresses. They also have a large range of crystal corded silks in black and white.

"ANCHOR" HOSE SUPPORTERS.

This is a pad hose supporter attached to the corset in such a way that it will not pull off the corset studs. This is a superior point of excellence peculiar to this supporter. Then it gives to the figure that long-waist effect and is easy and comfortable to the wearer. A good line to retail at 25c., with a fancy frilled elastic, is sold by Phillips & Wrinch. Our readers' attention is directed to their advertisement on page 36.

Menzie Mfg. Co., Limited

Window Shades,
Curtain Poles,
Brass Goods,
Art Furniture,
Grilles, etc.

We beg to advise our customers and the trade generally that **our Factories are again rebuilt,** and are **larger and better equipped than ever,** and that we are now in a **position to execute all orders much more promptly** than heretofore.

Orders given to our Travellers or sent in by mail will be fully appreciated. Estimates cheerfully given and correspondence solicited.

Note our New Address:

61-63 West Front St.

We have taken advantage of opportunity afforded by our recent fire to procure larger and more suitable premises.

Here we have Office, Salesrooms, Warehouse and Shipping Room all in one building, convenient to the Union Station and near the freight sheds. Being so situated is a distinct advantage, as shipments can be made either by express or freight with greater despatch.

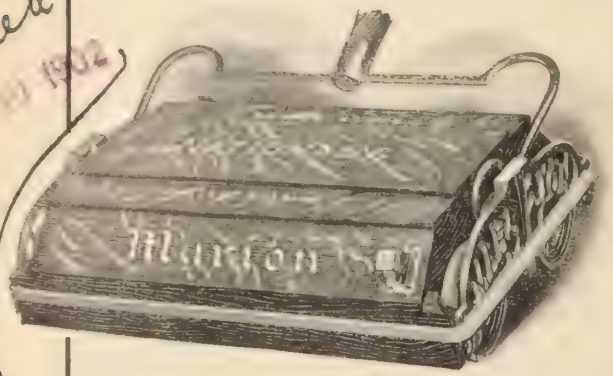
Send us your special size shade orders—we never had such good facilities for executing them promptly.

We commenced to manufacture again just fourteen days after the fire, and now have all Departments in full running order.

MENZIE MFG. CO., Limited,
TORONTO, CANADA.

Offices and Warehouse,
61-63 West Front St.,
Factories—King St. Subway.

FEATURES OF MERIT--



features actually all that we claim for them--Patented Dust Proof "Roller Bearings," Steel Handle Ferrules and Special Cartons--points that you can easily demonstrate to your customers, are the trade makers. That is what we are offering you.

NATIONAL "ROLLER BEARING"
CARPET SWEEPERS

are fitted with our dust proof "Roller Bearings" and are at least Fifty per cent.(50%) easier running than any other sweeper manufactured. Our new Steel Handle Ferrule is an absolute protection against broken or worn threads. Right now is a good time to ask the "reason why."

NATIONAL SWEEPER COMPANY,
Marion, Indiana.

The P. K. Cumming Mf'g Company,
Canadian Agents, Toronto, Canada.

W. TAYLOR BAILEY



Upholstery Supplies, Drapery Fabrics and Brass Goods,

MANUFACTURER OF .....

Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

The
WATSON FOSTER CO.
LIMITED
MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

TO WALL PAPER DEALERS

IF YOU WANT TO

LEAD THE TRADE IN YOUR TOWN, YOU MUST DO IT WITH **THE LARGEST LINE, THE MOST PROGRESSIVE LINE** AND **THE BEST, THE WATSON, FOSTER CO.'S LINE.**

FOR SEASON 1902 - 1903

WE HAVE **ECLIPSED ALL FORMER EFFORTS,** HAVE STRENGTHENED IN VALUE AND EFFECT MEDIUM AND LOW GRADES, AND INTRODUCED PRACTICAL AND ADVANCED DECORATIONS. THE ENTIRE LINE WILL BE A DELIGHT TO THE CRITIC AND MOST PROFITABLE TO THE DEALER, ENABLING HIM TO IGNORE ANY FOREIGN COMPETITION.

OUR IMMENSE COLLECTION

IS READY FOR THE ROAD. WE ANTICIPATE INCREASED TRADE AND ASK FOR EARLY PLACING.

JUNE 1902

Ladies' Neckwear.

THE lasting popularity of the neck ruff has been a surprise to not a few in the trade; and those who felt quite convinced that a few weeks after Easter would see the end of this style for the present, are now pondering whether it will not be a favorite during the whole of the Summer. There is no reason why it should not have such a run, particularly in the white or lightest shades. It is, in some ways, entirely a a novelty, and such a handsome one that there is little danger of its being cast off until very good use has been made of it. There is still a demand for these ruffs in all the various materials and designs shown.

Up to the present we have not had a great deal of Summer weather, and when warm weather does come around the sale of ruffs may drop suddenly to nothing. Stocks, which, without a doubt, are to be in immense demand for Summer wear, are likely to put a check on the sales of ruffs and boas ; but for outdoor evening wear the ruff may continue to be worn in spite of all other forms of neckwear.

Black, with white or dove grey edgings, has been in good demand. For warm weather, however, this will probably give place almost altogether to white, cream, heliotrope, pale blues and other light shades which are now in good demand.

The dry goods merchant who intends to get through the Summer without a good assortment of stocks would be hard to find among the wideawake Canadian trade. The retail trade throughout the Dominion are reported to have made heavy purchases in this line, and nearly every novelty stock introduced received a fair amount of attention from the trade, so that the assortments in the retailers' hands for Summer, which are continually being added to, are of the largest and best.

The turnover embroidered collar and the made up stock have both been received favorably by the public, and are selling well at present. The novel effects introduced in the former are very numerous.

Stocks with Ascot tied ends are among the most popular, the striped patterns going particularly well. There are a number of ways in which the stocks are tied, all of which have their admirers, but the wide, loosely-tied ends, and Ascots keep a good deal in advance of the others. In Summer weather, however, the demand may be much greater on the four-in-hands, bows and other styles of tying the ends of this scarf.

In fact, it may be said that everything in ladies' cotton neckwear is selling well. It may be, as hot weather comes in, the Ascot will be replaced by the softer muslin ties, these in turn being followed by the sailor collar effect and berthe effect. In ruffs there has lately sprung up a demand for white effects, as also tans, the material known as batiste being in favor.

THE COTTON MARKETS.

The cotton markets all over the world remain very firm, with tendencies to still higher prices. The price of Gulf cotton in New York is now 9¾c., and for Midlands 9½c. Laid down in Montreal cotton would cost 10¼c., which is an advance of ¼c. over last month.

A New York report states that the prospects for the Fall crops are bright. The acreage is about two points less than that of last year, or a decrease of about 2.23. In 1901-2 there were 27,482,000 acres planted, while now there are only 26,869,861. On June 1, 1902, the crop is estimated as being 10 points better than at the same period a year ago. There has been, however, on an average of 7 per cent. less fertilizer used, which will tend to produce a poorer quality of cotton.

A noteworthy feature of the year's cotton situation is that the New Orleans market is higher than that of New York, which is a rare occurrence, the former market being usually from ¼ to ⅜c. lower than New York. The condition is evidence of the desire of the people in the South to keep the cotton in their country ; and they apparently feel safe in paying the higher price.

In Liverpool cotton keeps firm at about 5d.

Locally the market is quiet. It is between seasons, and stock-taking is either in progress or just completed everywhere. The middle of the month, however, will likely see a change for the better in the market. No one expects any weakening in the market, and all feel sure that piece goods will go higher before long.

The Colonial Bleaching and Printing Co. are now busy with their Fall orders. The increase in this company's business has been enormous ; they have sold about three times as much goods as last year. The demand is particularly heavy for "B.B." flannel, which has made such rapid strides into the favor of the trade. These have been gotten up this year in some very handsome designs, and will doubtless be even more successful than in the past.

PACIFIC COAST SEALERS.

This year will go down in the history of the sealing industry of Victoria as one of the poorest on record. Bad weather and boisterous seas have combined to make the season thus far one of small returns, and no dividends for the company operating the vessels. Of these there are 29, irrespective of those which crossed to the Japan coast. The total catch for the season of the fleet will not exceed 2,500 or 2,600 skins. The only thing that will in a way recoup for the failure of the present season will be better luck in the Fall, when the fleet is sent to Behring Sea and big prices for the limited number of pelts obtained.

MOTHS AND CLOTHING.

The large clothing stores, obliged to carry thousands of dollars' worth of clothing ready to ship, use but little in the way of moth preventatives, and yet lose practically nothing. In the Summer time some of these houses sprinkle the stacks of clothes with tar camphor flakes or lay around tar camphor balls and tablets once or twice a week ; a very few houses do this throughout the year. But this is the limit of their precautions, for the constant handling to which the garments are subject makes moth colonization a most discouraging industry.

Retail clothiers use no preventatives, and yet one never heard of moths in clothing stores. The pesky mites, although irrepressibly industrious, appreciate repose, and where there is unceasing trying-on, straightening of piles, and brushing, that is out of the question, and so is breeding.

The man who keeps his wardrobe, however large or small, in constant alternation of use, well brushed and often aired, is not apt to be troubled by moths—but the man who neglects these simplest of precautions only deserves to be told "I told you so!"—D'Orsay Nash.

THE CANADIAN DRESS CHART.

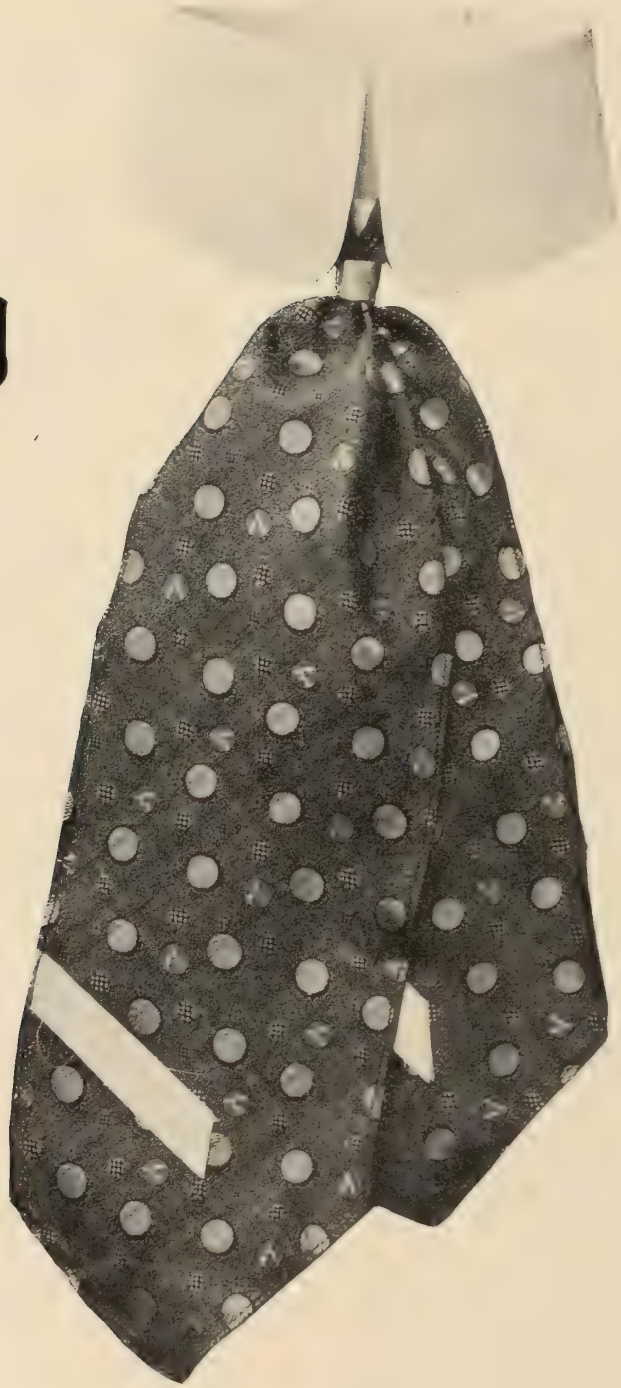
JUNE, 1902.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING.	EVENING WEDDINGS, BALLS, RECEPTIONS, FORMAL DINNERS AND THEATRE.	INFORMAL DINNER, CLUB, STAG, THEATRE PARTY.	BUSINESS AND MORNING DRESS.
Coat.	Frock, black or dark grey.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Black or grey worsteds.
Waistcoat.	Black or fancy cloth in Winter, white or fancy linen in Summer	Black or fancy cloth in Winter, white or fancy linen in Summer	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones, or same material as frock coat.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera, crush.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs. Soft or stiff front.	White or colored, with white cuffs. Soft or stiff front.	Flannel, with white collar and attachable cuffs.	White, plain, or with fancy front.	White.	Colored or white. Soft or stiff front.
Collar.	High straight or high turned-down.	High straight or high turned-down.	High or turned-down or hunting stock.	High standing or high turned down.	High standing or high turned-down.	High standing or high turned-down.
Cravat.	White silk ascot or dark blue or black foulard. Lavender may be worn at weddings.	Dark shades, ascot, bow, or four-in-hand.	Ascot or hunting stock.	White, not made up.	Black, not made up.	Dark shades.
Gloves.	White or grey suede at weddings, tan or grey on other occasions.	Tan, or grey suede.	Tan.	White or pale lavender.	White or pale lavender, or grey suede at theatre party, gloves unnecessary on other occasions.	Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

The Correct

Ping



Pong

E. & S. Currie, - Toronto



THE MEN'S FURNISHER

Devoted to the Canadian Dealer in Men's Goods

CLOTHING | NECKWEAR | UNDERWEAR | HOSIERY | SHIRTS & COLLARS | GLOVES



IN many respects, this Spring has been an unsatisfactory one to the retailer. The season opened up early and created a demand for medium-weight Spring goods, which has lasted longer than ordinarily ; but the early Spring has not been followed by an early Summer. Cold weather has been prevalent off and on during the whole season, and the dealer no sooner gets his Summer goods into shape and prepares for this trade than we are visited with some delayed March weather which drives all thoughts of light garments out of the consumers' heads. This has happened two or three times now ; but June is more reliable than May, and it is to be hoped that the dealer's worries in this regard are at an end for the time.

* * *

MAY was the month of horse shows, and in such places as these affairs were held, many creditable window displays were produced in honor of the occasion. A Montreal furnisher went to the length of placing a dummy horse and cart in his window, with a very fashionable wax lady and gentleman in it. All around this display were arranged, in an artistic manner, driving gloves, stocks, whips, etc., etc. An occasion of this kind is always a good thing for the men's furnisher. It creates an interest in fashion among men as well as among women, and sales are much easier effected.

Neckwear.

NAVY and white foulards are in greater variety than ever. The polka dots, of course, are most prominent, as they always are. A number of scroll patterns, composed of small dots, and now and then of small figures, are seen and are in splendid demand. The ties are in every seasonable shape, bows, derbys, Ascots, combination bow and derby, etc., etc., and besides this, navy and white patterns are frequently made up with stocks. In the stocks the neck is usually made in white pique with ends of navy and white foulard, though in some of them the whole is in foulard. These stocks have been among the most successful with the ladies' trade, and are also in good demand for men's wear.

A feeling for plain colors which has started down in New York is seen in the neckwear now selling. Blacks, dark reds, blues and other staples are, as usual, selling fairly well, but nothing new has appeared which has met with any marked success in men's neckwear. The bias stripes of a short time ago have given place, to a certain extent, to vertical stripes.

Derbies continue to lead in shapes. The great majorit of those selling are of a medium or slightly narrower width, although the English makes include some of the widest. Bows have commenced to move more rapidly in the retailers' hands, as is always the result of warm weather.

It took but a very little warm weather to induce young men and women to array themselves in stocks. This form of neckwear has already come up to expectations. The demand seems about equal for white collars and colored ones and those self-made. The variety in stocks is also increased by the difference in shape of ends, the Ascot end and flowing end sharing about equal.

The demand in cotton stuff for men's neckwear is expected to yield a run on whites.

The tan shade, which is now filling the windows of American cities, is one of the latest arrivals here and will be seen in bows, derbies, and stock Ascots.

The "Ping-Pong" is a new style shown by several Canadian concerns, and some predict for it the kind of run enjoyed last year by the "King Edward" bow. At first sight it looks rather like the "freak" order, but is really not so when worn with the collar for which it is specially intended, namely, the high band. It sells for 50c. For the same collar shield knots made up in the natural hand-tied effect are also in demand.

Collars and Shirts.

THE sale of colored shirts from the retail stores has already begun, and judging by the proportions this trade has reached even this early in the season, it is apparent the public are going to make a very great use of the colored and plain negligee shirts this Summer.

Through a somewhat disagreeable Spring season the stiff bosom fancy shirts were in fair demand. This trade has

greatly decreased from former years, owing altogether to the popularity of the negligee.

White negligees, silks and Oxfords are prominent in all the leading furnishers' stores. These are plain and also in various self-colored patterns. A white silk stripe, about ¼-inch in width, is a well-liked pattern in this class of goods. It is certainly one of the prettiest.

The white-pleated negligees have met with a good deal of favor from the trade and the public both, and may be counted upon to play a prominent part in the men's furnishers' shirt trade, not only during the Summer, but in the Fall and Winter. There are a number of people who already wear negligees of some sort all the year round, and these should especially favor the pleated white shirt, which will do the duty of a stiff-bosom garment, giving at the same time the comfort of the negligee.

In a cheaper class of trade there is a very good business done in check and plaid designs in negligees. These patterns, though as old as the soft shirt itself, have never thoroughly disappeared from the market, and are always the choice of certain persons on whom the handsome striped patterns and flaring plain colors have not had the slightest impression. The variety of these patterns, both as to the size of the check, color and design, is very great; the patterns include some of the more modest colorings as well as the loudest, and the latter appear to sell best.

The new patterns in the small-figured stripes were taken up well by the best of the trade, who are expecting to do a big business in this line in the warm weather. There are very few of them sold at present to customers.

For Fall, there is little change, excepting that the flimsy garments, of which now so many are sold, are not shown. Heavier shirts in the same class of design, besides many handsome pleated shirts, are prominent. Soft shirts for Fall will undoubtedly be best in the pleated white garments, although colors will, of course, keep much of their regular custom.

The Collar Trade.

AS for collars, whatever the fold-collar may be in warmer weather, so far it has gained no ground whatever, while the high-class furnishers state that the demand for wing collars has been increasing. In the wing or tab collar, there is much difference in the English and Canadian shapes, the latter of which are practically the same as the American designs. As a rule, the English wing is larger and always uglier. Some smaller wings, of the style that Lord Rosebery can call his own, are shown with a front of from 2¾ to 3-inches in these English collars, and nobody but Englishmen and the most advanced of Anglomaniacs wear them. The dealers who have much of this trade, of course, must keep these collars in stock, but the Canadian shapes are always given the prominence.

Our manufacturers have had the good taste to bring out the smaller wings, and the demand for them among the best-dressed men has been excellent. These are the collars that have been gaining ground during the Spring season, and with such a good start as the long Spring has given them, it would not be surprising to see them meet with an even greater popularity in the Fall.

The demand on high turn-down collars has begun to grow in the narrower widths, which, when the season for shirt waists and straw hats arrives will, without doubt, be in greater demand than any other collar.

Gloves.

THE demand for gloves throughout the Spring has been excellent. For the Fall season there is still a good movement in knit gloves, besides the many handsome patterns in small figures, a good deal of solid colors and whites going well.

Golf gloves have been comparatively successful here, though they have not had the run they had in the United States, where they were first introduced. Although a fad, and considered as such by manufacturers as well as retailers, they seized the public's fancy to such an extent that orders had to be repeated. It is thought that during the coming season they will be in good demand.

Underwear.

THE past month's business in underwear showed a considerable improvement over that of the previous month, but still the activity has not commenced. The retail stores are all well supplied, and wholesalers have had reason to congratulate themselves on the fine quality of the goods taken.

Most dealers who do anything of a nice trade have gone in for silk or "silkette" fancy underwear more than usual. The latter can be retailed for $1 per suit, and makes an attractive and suitable garment for the Summer weather. Salmon color is a leading shade in these. In addition there are light blues, natural white, heliotrope, and a few shades of light brown. These are in the plain grounds.

Fancy stripe effects appear frequently, among them a white stripe of green, blue, or red grounds. Some darker colors than these are shown, but the sale is not as [illegible] as for the others.

The heavier linen-mesh underwear has been in good demand, and prospects for this line for the Summer trade are bright. In the finer and lighter makes there has little as yet been done. The same may be said of fancy effects in linen mesh. What demand for these there may be later on it is impossible to say, but the probability is that the demand for fancy colors and patterns will run more on the silks and balbriggins.

In such staples as balbriggins and lisles, in plain colors, there has already been a good demand on the part of the public. The colors include light blues, heliotrope, pink, salmon, orange and several shades in greens, browns, etc. Fancy designs are of a great variety and are looked upon as among the best kind of property for the Summer season.

Canes.

AS a rule, this is a line that is given very little attention by the average men's furnisher. In many places the tobacconists do all the trade; and even the barbers sometimes carry a line of canes, which, however, are mostly of the kind that grandfather used. The fashionable cane at present is best not ornamented, although it is always impossible to do away with the gold or silver cap entirely. Besides the ordinary knob handle, opera crooks, with sometimes thin wood coils below it, are used. While the very narrow stick that was once in fashion is not now the proper thing, heavy canes have also been discarded, and a medium width, about ¾-inch in thickness, is right. The wood is either ash, hairwood or wangee, with now and then a bamboo.

CAULFEILD, HENDERSON & BURNS



17 and 19 Front St. West, TORONTO.

JUN 5 1902

Summer Clothing

Flannel and Worsted Suits in White and Fancy Stripes.
Alpaca Coats in Black, Grey, Black and White Stripes.
White Duck Coats and Trousers.
Vests in White and Fancy Ducks and Piques.

Our range is very choice and includes many original and exclusive designs.

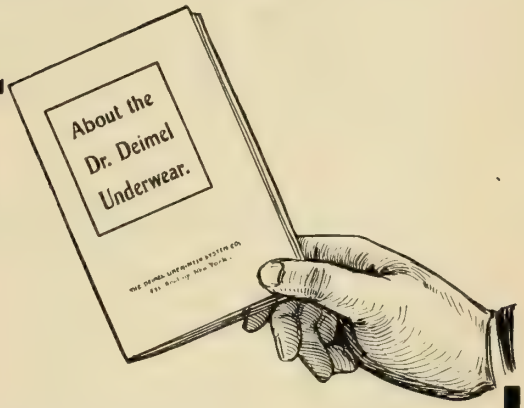
Order now to insure delivery, as we are working night and day to fill orders and cannot promise further delivery for two weeks at least.

Sorting Trade. Shirts at clearing prices. A fresh consignment of our No. 850 Imperial Cashmere Half-Hose to hand.

Send for samples of our Tennis Tie, the newest out and all the rage.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

The Dr. Deimel Underwear.



Two Points to . . Remember:

FIRST, that the Dr. Deimel Linen-Mesh Underwear is the kind for progressive merchants to sell, because its value as the most healthful and sanitary line on the market is already thoroughly recognized.

SECOND, that it can always be known by this trade-mark, and that all imitations not bearing such are unworthy flatterers.

Our little book tells all about the subject. Like to see the Booklet?



DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

All genuine Dr. Deimel Undergarments bear this trade mark.

THE DEIMEL LINEN-MESH CO.

2202 St. Catherine St.,
MONTREAL, CANADA.

LONDON, E.C., ENGLAND,
10-12 Bread St.

Hosiery.

DISPLAYS of fancy cotton hosiery are to be seen everywhere, and it is apparent, as before noted here, that the trade has made an unusually wide selection, the result of the variety in patterns and color of the range of fancy hosiery shown by the wholesale houses. While vertical stripes are in every case the most prominent, yet there is a fair sprinkling of horizontal stripes as well. The latter, however, are not in as good demand as the others, nor is it likely that they will be at any time during the season. As a rule, the horizontal stripes, while produced in the same colors and designs as the vertical patterns, are yet somewhat wider.

One of Canada's leading furnishers—perhaps, the leading furnisher—has practically confined his buying to black grounds, except in the case of plain colored goods with no design whatever. These cotton hose are all retailed at 25c. per pair. Vertical stripes predominate. These are narrow, about ¾ inch apart, and alternating in color of red and white, heliotrope and white, blue and white, and green and white. The stripes come to the ankle in most cases; some, however, come lower and run out to nearly the toe. There has been a very good sale for these hose, notwithstanding the unfavorable weather.

The Season in Men's Goods

THE retail stores have come out in their Summer clothes and although a cold-weather snap occurred in a few places, and prevented the selling of the lighter goods, yet the general demand for Summer garments has already made itself felt. This applies to some lines much more than to others. Cotton hosiery, for instance, has been for some weeks in very good demand from the retailers. In underwear, all the stores are making displays of their Summer goods, except the very lightest net garmets, and the demand, though at present not more than moderate, is increasing as the season advances.

London Men's Fashions.

"THE BARON" discusses with much sense in London Men's Wear some of the eccentricities which people with advanced or faddish views exhibit in the details of their attire. He points out that a Londoner's use of a red dress-tie the other evening was an evidence of eccentricity. "It may appear again, because," continues "The Baron," "there is an assumption that red is rather distinctively a Coronation color — Coronation carnation. About the Winter 1899-1900, some men in London society made an attempt to introduce the red dress-bow. Of course, it never became the fashion; it was just a vag permitted by fashion. I doubt if you would have been admitted to the opera in one. The form that the red dress-tie took, however, was not that of a silk bow; it was a red linen bow. Probably some not very prominent leader of fashion got some linen specially dyed. But I understand that the Londoner with the red dress-tie used a silk one, and, as the witness who recounted the experience said, 'He would be very likely to.' During the period of Royal mourning, some punctilious loyalists exhibited their grief in a purple dress-bow. Perhaps it would have been more to the point if they had stayed at home altogether. Sackcloth and ashes are often represented by a black dress-bow, but I need hardly point out that this is a redundancy. White is just as much mourning as black: the test of mourning is the absence of color. From time to time black-edged evening bows have been introduced, looking rather like a black-edged visiting card, and I once saw an exuberant gentleman from South Africa who fondly decorated the edges of his dress-bow with a line of gold."

"A problem that will be coming along presently, in this year of entertainment—for I presume everybody will have to entertain guests from abroad during and after the Coronation—will be that of what to wear on the river. It is not altogether easy to get, in this country, an entirely satisfactory undership. Those that are sufficiently absorbent are very apt to be too hot, and those that are sufficiently cool give you the lumbago. If it can be obtained—and presumably readers of this journal know where to obtain it—absolutely pure wool, in the thinnest gauze, is at once the most satisfactory and the safest. People who take the river seriously, punting, rowing, and-so-forth, do not like all-silk. Silk and wool is a good combination, but not quite so good as pure wool. The American invaders, who may be expected in considerable and enthusiastic crowds, are sure to bring over what they call (rather effeminately for them) shirt waists, and probably they will ask for the same at our shops if they have come unprovided. It is not for me to lay down the technical lines of a shirt waist, but the English equivalent is an all-soft shirt with the front pleated a long way down, so that what I may call the change of front is concealed by the tops of the trousers and the belt or sash. There will certainly be no loss of the Panama's popularity. White buckskin boots with thick rubber soles seem to be more liked than shoes, and I have even seen canvas boots, which are much more comfortable, though, in the qualities at present offered, they look rather beggarly. I do not see, however, why a well-made canvas boot should be objected to, and it will be found a great deal more comfortable for punting."

"With a rush the wing-collar is coming back again. You hardly see a double collar except in hosiers' windows just now. It is supposed to be all right to wear a double collar with a Cambridge coat, but who, I should like to know, does it? I notice that the lowering of the heights of all collars is a marked tendency of the day. A very tall collar has an exceedingly unfavorable appearance now."

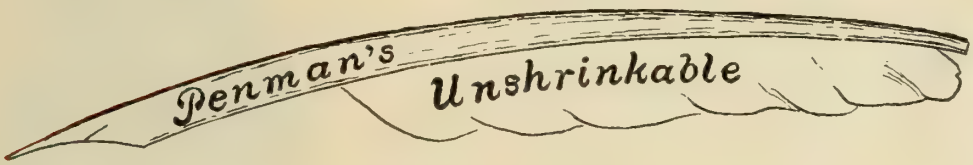
The Policy of Early Displays.

I WAS talking with a dealer the other day, who made some remarks that I think will be of interest to the trade. He said: "I noticed a reference you made some time ago to the practice among men's furnishers, or, for that matter, among dealers in all sorts of dry goods, of displaying goods long before the season arrived for them. Now, I think, too, that much of the trade in goods for present wear is lost by pushing articles for use two or three months hence. But you've got to do it. I have been showing some light hosiery and underwear in my windows for the past three weeks, which I hope no one will don now, for they'll catch cold, sure. But these goods have sold remarkably well, although the weather, as a whole, during this Spring has been anything but an inducement to invest in Summer underwear. The public, though, are following the lead of the retailer in their custom, just as he follows that of the jobber or manufacturer, and will buy now what they do not intend to use for some time. It is the old saying that the early bird catches the worm, or

"Attention, Canadians!"

Ease and Comfort

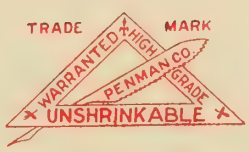
in fullest measure are enjoyed only by wearers of



Standard Underwear

None genuine unless bearing our

Pen-Angle



that those who buy first get the best choice. This practice has been growing among customers for a long time. I am not in a position to give a definite opinion as to whether the results will be for the good of the trade or not; but I believe that when the situation reaches a certain point, we'll all have to go back and do business in seasonable goods only."

The zig-zag stripes in hosiery reaching to about the ankle have proven a success, and a good business is doing in them. Among the other patterns are small figures in all colors; and of another kind are some large spots in red, green or blue, which, I was informed, were well liked. They will hardly, however, be as popular as the other designs. Grouped figures, including a variety of colors, are also among the rapid sellers. These are very good and should go well.

In a higher-class trade, the white hosiery, in lisles or cottons, will doubtless be satisfactory, and all the more so, since such goods will be long in selling to the popular trade. In these there are many of the same designs as in the black grounds, though usually with less strength of color in the pattern.

Solid colors in blues, dark reds, browns, etc., are in fair demand. This is more of a staple trade than the other fancy effects, and this season business is about as usual, though if it were not for the handsome patterns in the other lines there would doubtless be an increased demand for them.

Fancy Waistcoats.

NO sooner had the retailers done with the popular fancy waistcoats of Winter, which were shown in so many handsome dark effects, than they are asked for something of the kind for Summer wear. This is always a good line for the dealer to handle. It catches all classes of trade. The waistcoats showing now are in light colors, greys, with neat figure or spot patterns, being among the most noticeable. White waistcoats are shown in a variety of designs, small spots and small figures, usually in black or navy, being the best.

A Good Window.

The other day one of the large windows of The J. C. Turnbull Co., Peterboro', was elaborately dressed with rich black silk moire and moire velours and new Summer dress accessories. New fancy and black parasols to match were also shown. A number of well-dressed figures and models in stylishly-tailored suits and other fashionable garments made effective features. The exhibit embodied a number of novel ideas in supporting pillars and framework; decorated and trimmed. The drapes were graceful and well made. The local press congratulated the window-trimmer upon the excellent utilization of his space.

More Room.

PREVOST FRERES, 234 McGill street, Montreal, the agents for E. & S. Currie's neckwear, have been compelled to enlarge their showrooms, owing to the increased demands made upon their stock and the resulting necessity of adding to it. Accordingly, they have added another large room, which gives them about double the floor space they had before.

The offices have been removed to the rear of the rooms, and at one side, a private office has been splendidly fitted up, which is a convenience that will be appreciated by customers no less than by the members of the firm. In the new section, at the rear, a series of counters have been arranged for the dispaly of silks, which are a specialty with the firm. The light here is of the brightest, the additional room being perfect in this regard.

Adjoining the department for the silk goods, a long counter has been arranged for umbrellas. This is a new line with Prevost Freres and they intend to make it a success from the start, carrying all grades of umbrellas from $4.50 to $60 per dozen.

The neckwear, which remains the most important feature, occupies its former position, nearest to the entrance. A great success has been made of their goods in the Montreal trade, and the handsome range of all sorts of both men's and women's neckwear will insure a continued patronage from that city's best furnishers.



E. & S. Currie's New Tie.

What Credit is Based On.

Many young men, beginning a business career for themselves, make the mistake of supposing that financial credit is based wholly upon property or capital. They do not understand that character and reliability, combined with aptitude for one's business, and a disposition to work hard, are far more important assets to have than millions of dollars. The young fellow who begins by sweeping out the store, and who finally becomes a clerk, manager, or superintendent by his energy and reliability of character, does not usually find it difficult to secure credit to start in business for himself. On the other hand, the jobbing houses are not inclined to advance credit to the man who, though he may have inherited a fortune, has shown no capacity for business, and is of doubtful character.

The young men who start for themselves, on a small scale, are more energetic, work harder, are more alert, are

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR, FLEECE SLIPPERS, and Other Specialties.

To be known as agent for **JAEGER'S UNDERWEAR** recommends you as a retailer of good quality and reliable articles at a moderate price.

For Fall Season 1902 we have arranged very liberal discounts to the Trade.

Good quality Bathing Suits, Club Sweaters and Lacrosse Suits.

Dominion Agents for English Manufacturers:

Young & Rochester

Shirts and Shirtings for SPRING.

The full range of Dressing Gowns, Smoking Jackets and Winter Vests are now in hands of our travellers.

Finest ranges of Flannel Outing Suits shown in Canada.

CORONATION NECKWEAR.

Tress & Co.

HIGH-CLASS LONDON MANUFACTURERS

— OF —

HATS and CAPS.

We are this month showing latest styles for Fall.

SPECIAL VALUES IN PALM LEAF AND FINE STRAWS.

Felts, Silks and Straws.

If not in Toronto write and arrange for our travellers to call.

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES in all classes of HOSIERY and SHIRTS **London, England**

Men's Shirts and Drawers
" Half-Hose
" Knicker Hose
Cardigans, Sweaters, Jerseys
White and Colored Shirts and Tennis Shirts
Collars in all newest shapes
Women's and Children's Hosiery, Vests, Drawers and Combinations.

See our line before placing Fall orders.

REPRESENTATIVES FOR CANADA AND UNITED STATES

The British Import Co.

1 WEST WELLINGTON ST. (Corner Yonge) TORONTO

Your Customer

WILL ASK YOU FOR THE

Beaver Brand Macintosh

Guaranteed Waterproof and Never to Harden.

Write for Spring Catalogue, showing all the latest styles.

The

Beaver Rubber Clothing Co.

Limited

1851½ Notre Dame Street Montreal.

The National Anthem is known in every City, Town and Village in Canada.

THE

NATIONAL RUBBER CO'S

Waterproof Clothing

FOR MEN, WOMEN AND CHILDREN comes a close second.

445 St. Paul Street, MONTREAL

WRITE US FOR SAMPLES AND PRICES.

quicker to appreciate the chances of the market, and are more polite and willing than those with large capital.

The credit men in jobbing houses are very quick, as a rule, to see the success-qualities in prospective buyers, and seldom make a mistake in their estimate of what credit it is safe to extend.—O. S. Marden.

Dealers and Their Stores.

DEMERS AND SON, MONTREAL.

ONE of Canada's youngest men's furnishers is Mr. Joseph Harry Demers, who conducts a thoroughly up-to-date and lively business at 1836 Notre Dame street, Montreal, under the style of Demers & Son.

Mr. Demers is only 19 years of age, but notwithstanding his youth, he has given evidence of those qualities that lead to success. He has been in the mail order business for the past two years, and on May 1 bought out the well-known store of his uncle, Albert Demers, of Albert Demers & Co., which has been established for 20 years, and is one of the best-known furnishing stores in Montreal. The young man is the son of Mr. Harrison A. Demers, who has been widely known throughout Canada as a commercial traveller for 23 years, and who is now manager of the English advertising department of La Presse, Montreal.



Mr. J. H. Demers in his Office.

Under the new proprietor's charge the store has lost none of its attractiveness, and not only is the trade in the general furnishings kept well up to the mark, but the sporting goods department is becoming an even more important branch than hitherto.

We have often spoken of the opportunities that lie before men's furnishers in this line of business, and the success of the sporting goods in this store is proof of what can be done when the necessary enterprise and brains are put into the work. All articles in connection with physical culture and athletics of almost every sort are supplied here, and customers on the lookout for goods of this kind soon carry their trade to the articles of wearing apparel as well. New customers are constantly being added to the list, the young men's trade in particular flowing into this store, where a proprietor of their own age knows well what is required, and can always give satisfaction. The trade of the city clubs, the colleges, Y.M.C.A., etc., is carefully catered to, with the result that this store is gradually getting a good slice of it.

The three floors of the building are all used. The window displays always form an attraction. On one side, the different garments are exhibited, while the other window is devoted to the display of sporting goods. One cannot pass this store without seeing people looking in the windows, and a good look usually results in the making of a customer.

The interior arrangement is all that could be desired, the sporting goods department being on one side, by itself, while at the back and along the other side of the store are placed the different lines of men's furnishings. There is plenty of room between these, and glass showcases render it still easier to inspect the goods. At the front, near to the entrance, is the office, a corner of which we show in the illustration.

Mems. for Bright Buyers.

THE DOMINION SUSPENDER CO. are making beautiful Summer brace, "The Royal," to retail at 25c. The webbing is woven tubular with cross stripes and solid cable cord. It is far superior to the crowd of cheap common affairs made up out of cotton cloths. The company are making exhibits in the principal cities and towns of the celebrated "President" suspender, with their automatic man-figure placed in large windows, and worked by electricity. Immense quantities of this suspender are being sold. The "Trade D Mark" suspender with "No-Rusto" buckles is being largely advertised in the papers and journals throughout Canada and the United States, which has created a great demand. It is to the interest of every first-class store to keep them in stock to serve customers who call for them and nothing else. They are guaranteed by the makers.

The Niagara Neckwear Co. are making two very pretty ties, the "Florodora" and "Criterion," exclusive shapes and quite different from the common crowd of freak ties. Stocks with white Madras collars and finished with Greno Vanessian ends are certainly among the swellest things of the kind shown on the market. They are made by The Niagara Neckwear Co., and can be worn by both men and women. Leading men's haberdashers in the United States cater to both trades.

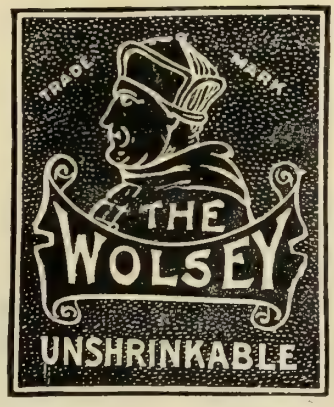
One of the most desirable lines of Summer novelties is the low fold collars offered by the well-known firm of Geo. P. Ide & Co. This is a line of goods appreciated by men who desire comfort in warm weather. Every dealer who wants the trade of particular people should not fail to stock this line. Low fold collars have come into public favor during the last two seasons, and the demand has increased to a wonderful extent. The line made by the above firm is the best on the market, and their extensive sale in Canada is assured.

Although an effort has been made to lessen their popularity, white-duck trousers will be worn more than ever this year. On account of their cheapness nothing can be had to take their place, and the sales of them have been larger than ever. Caulfeild, Henderson & Burns are preparing to meet this demand with a large stock of them in different sizes and prices. As to collars this firm consider that the stand-up turn-down collar continues to be all the go despite efforts to bring the wing collar into favor. But the double-banded collar is comfortable and cool for Summer wear, especially with negligee shirts, and this, perhaps, accounts for its long spell of popularity. The same house is showing a few special lines of tweed trousers for the Fall trade. They find their sales keeping up in over-

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

Prosperity

"SOME merchants succeed where others seem to work just as hard and yet fail to achieve much. It is just as important to know what to push as it is how to push. Pushing pure, pleasing goods produces prosperity, but pushing poor stuff drives trade away."

It pays infinitely better to push Underwear like "STANFIELD'S," an article of known merit, whose good qualities are recognized and appreciated by all consumers.

STANFIELD'S UNSHRINKABLE UNDERWEAR is easy to sell, and when sold there is always a pleased purchaser.

STANFIELD'S UNSHRINKABLE UNDERWEAR is largely advertised and that helps the dealer; but a pleased purchaser is the best advertiser for your store, because she will recommend to others that dealer who has pleased her.

STANFIELD'S UNSHRINKABLE is the highest-class Underwear, made from pure Nova Scotia combed wool, and every garment is guaranteed against shrinkage in the wash. Sold by our own travellers only.

Truro Knitting Mills Co., Limited, Truro, N.S.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W.H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.

FAMOUS SINCE 1840.



The Star Shirt,
The Star Shirt Waist,
The Star Neglige Shirt.

THE BEST MADE.

FULL LINES ALWAYS IN STOCK.

Hutchinson, Pierce & Co.

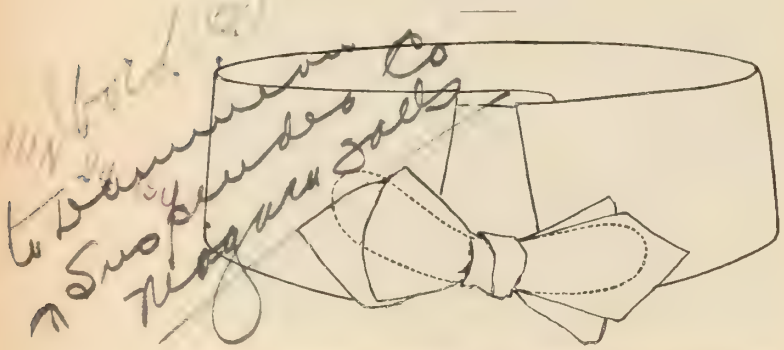
MANUFACTURERS

842-846 BROADWAY, ...NEW. YORK

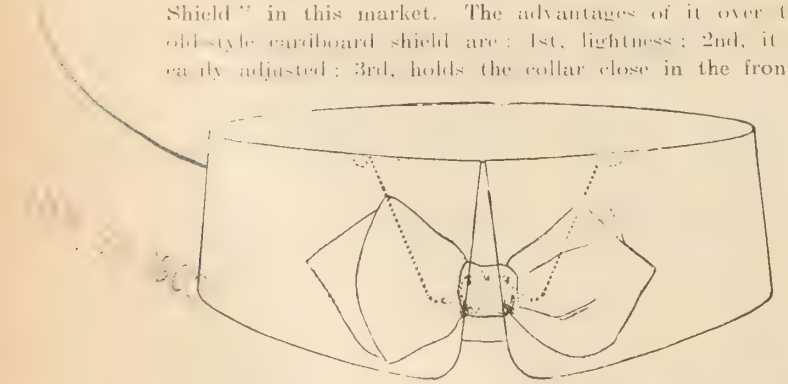
ats and working jackets especially. But the advances in prices of material mean that the jobbers will soon have to advance their prices. They have a special line of white unlaundered shirts with reinforced fronts and backs and continuous facings and linen bosoms and cuffs, and these they expect shortly to have a big run on.

Mr. Wilkins of "Rooster Brand" fame, has just booked a very large order for Dawson, for his Klondyke clothing outfits, which will keep his factory on the hum for some weeks. New style pique skirts, in duchess, are meeting with great favor in the trade, and to secure his patrons for the season Mr. Wilkins has cleared out the whole mill stock of two lines of these goods. Mr. Wilkins will be glad to send samples to the trade on application. Orders are coming in very freely for Summer clothing, duck pants, etc., etc. It has been the best season on record in this factory.

Caulfeild, Henderson & Burns, Toronto, are showing a new tie, the "Tennis." This is the same as the Ping-Pong tie, a tie that is having a big run at the present time in the United States. It is a combination tie with flowing ends and it is made in numerous combinations of colors to suit any taste, however fastidious. They predict it to be the tie of the Summer, being especially adapted for wearing with negligee shirts without waistcoats, and it has also been largely taken hold of by the ladies. White-duck vests are a novelty in men's clothing this season, and they will be largely worn with narrow black derby ties, giving a natty effect. Caulfeild, Henderson & Burns have a large stock of these vests in every size for retailing at $1.25 to $1.50 each.



The Niagara Neckwear Co. control the "English W Shield" in this market. The advantages of it over the old-style cardboard shield are: 1st, lightness; 2nd, it is easily adjusted; 3rd, holds the collar close in the front;



4th, cannot fall on or get crooked; 5th, cannot be seen when on collar and resembles a tied by hand tie. These shields can be used on all bows sent out by the factory. It is illustrated in this issue.

The Brock Co., Toronto, show very new styles in Summer neckwear made up of nobby silks, in bows, flowing ends, narrow derbies, etc., to retail at 25 and 50c. Also men's white vests. This firm, as usual, show a large range of bathing suits and trunks to retail from 5 to 15c. per garment. Put the by-law in force in your town regarding bathers being properly clothed and do not allow nature's costume to supersede your goods.

Brophy, Cains & Co. are showing their new range of "Cedo Nulli" suspenders, "all double linen sewn and guaranteed." The new narrow webs are nobby, without being loud, and values in some cases exceptionally good. Assorted sample boxes, two dozen fine webs or one dozen heavy webs, sent on application.

The Brock Co., Toronto, were fortunate in securing several large lots of overalls, smocks and working shirts at most interesting prices. For none of them have they paid any advance, and on several they have secured considerable concessions by making a clearing purchase. In the line is a Summer overall of striped drill to retail at 40c. per pair, fully 50 to 60 per cent below good value price. Also several desirable lines of overalls with bibs and miners' make to retail at 75c. and $1. In view of heavy advances in material that have taken place and will likely take place the firm intend to give their customers, as usual, the benefit of all their spec. privileges.

John Macdonald & Co. are showing for Fall neckwear a very special line of narrow graduated derbies, regular 50c. goods, to retail at 25c. They come in a big range of patterns. The men's department also show men's fancy cotton half-hose, stripes and spots, to retail at 25 and 50c. A special line of fancy Summer vests will retail at $1. A line of balbriggan underwear is offered under mill price.

BOYS' SUITS AND GIRLS' COATS.

For July delivery, Brophy, Cains & Co. are showing boys' serge and tweed sailor suits that should be winners. They can be retailed at from $2 up and are all cut from the best American patterns.

They are also introducing girls' and misses' rainproof coats in the newest colorings and cloths. Their single-breasted "Paddock," "Genevieve," and "Irene," and the stylish "Inverness," "Christina" and "Doris" coats will make friends everywhere.

LATEST MILLINERY NEWS.

Notwithstanding the backwardness of the weather, Messrs. Caverhill & Kissock are experiencing an excellent demand for their hats. Chiffons, both plain and fancy, and ribbon velvets have been among the most active trimmings of the season. Flowers of many kinds have taken well. Roses in particular are in big demand, and by all indications will be worn well on into the Fall. The wide, soft effect in glace ribbons is well liked. The Duchess ribbons are widely used for dress trimmings as well as on hats; being made up into large pom-poms on the front of the bodice, shaped like a rose, and also tied in the new big knots, which have recently become so popular.

In colors they have had a big demand for green, with a mixture of navy, a shade which is called Ara. This has sold largely to the best millinery and dry goods houses, and is likely to be one of the best shades for Fall.

The travellers are now out on the road with samples of the Fall goods. These have been well chosen and comprise a range of handsome novelties which can hardly be obtained elsewhere.

"Pinto" Shell Cordovan.

Scorch, Boil and (almost) Wear Proof.



N · 9 1902
to Trade Pub. Co.
Montreal

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Made from the back of the hide of the Western Bronco. Tough as the muscles and hide of "Pinto" himself. Light and Pliable as Kid. Water and boil proof, by actual test. A pale gray--handsome appearance. Used solely and exclusively by the Hudson Bay Knitting Company for heavy wear Mitts and Gloves. The best Mitt and Glove Leather ever tanned for wear and wet proof. See it in the H. B. K. Co.'s samples for Fall 1902, and don't fail to order sample dozens.

The Hudson Bay Knitting Company,

30 St. George Street, Montreal.

A FIRM'S JUNE REPORT.

WALKING through the warehouse of the W. R. Brock Co., Montreal, one sees signs of activity in every department, especially so in the staple department, where immense bales are being brought in every day ready for shipment to their many customers from Halifax to Vancouver. They are showing a special line of English twill bleached sheeting, which is the cheapest white twill sheeting on the market.

They also have a good assortment of white and grey cottons (extra values) shirtings, apron ginghams, tickings, flannelettes, cottonades, moles and denims. As they are clearing a great many lines at present to make room for Fall stock, a great many good snaps can be picked up by visiting their warehouse at this season.

The W. R. Brock Co., Montreal, have received their Coronation ribbons. Customers will do well to order quickly before the supply runs short. All other lines of ribbons, fancy and plain, are always kept in stock, and, as The Brock Co. gives this department special attention, their prices are right.

The W. R. Brock Co., Montreal, have just received a line of cheap veilings, extra values, from 5c. per yard upwards. Customers would do well to order a few pieces while they last.

They wish to call the attention of merchants to a line of mill loom ends of embroideries they are making a special run on—quality 500. There are 50 pieces of 4½ yards, all assorted patterns, 225 yards to a box. They offer these now to clear out at 5c. per yard. These embroideries are well worth looking at.

A large assortment of all-overs of all kinds, embroidery, lace, lawn with lace insertion, etc., are in white, black and ecru, and may be seen in travellers' hands or samples written for. They have placed in the hands of their travellers this week a new range of men's ties, a clearing line from one of the large manufacturers. These goods are very much below the regular price—45c. ties which can be retailed at 25c.

Trade in overalls has been very large. Fortunately, The Brock Co., Montreal, were protected before the advance in price, and are still selling these goods at the old close-cut price. Their contracts were large, and, in consequence, they expect to maintain their prices for at least another month. Fancy embroidered stripes are the leading sellers just now. The volume of trade is being done in standard lines of blacks. For the sorting season, Brock's are in their usual strong position in all lines of furnishings, particularly balbriggan shirts and drawers, in fancy stripes and plain goods.

Boys' and men's sweaters have been a leading feature, and large quantities of plain and fancy are being placed by the retailers. Their special line of flannelette top shirts, which is worthy of special mention, is "Byme," to retail at 25c., in boys' and men's sizes.

The Fall orders for shirts and drawers, top shirts and wool socks, have been very heavy. Buyers this season appreciate the fact that to get proper delivery of goods they must be early. The early buyer this season is in a particularly strong position, as the market has already advanced very considerably.

Brock's Montreal "Lion" brand white dress shirts are well to the front, new customers being made every day. Merchants buying these goods can be assured that, in spite of the advanced market, the present price, as well as the quality, will be maintained.

For the sorting season, lace gloves are still a novelty. The demand for these gloves has been particularly great in Western Ontario. Creams and blacks about divide the honors as far as selling is concerned. The W. R. Brock Co. carry a very complete range range in all lines, lace, lisle, taffeta and silk gloves.

In ladies' vests, they are prepared for the heavy sorting trade. Their stock is unbroken. The balance of early contracts has just come in this week. The sharp advance in cashmere hosiery is improving these lines. Buyers seem anxious to place all they can at the low price.

The W. R. Brock Co., Montreal, expect to have in the hands of their travellers, in a few days, new samples of "Seller" ribbed cashmere hose. The new line is a great improvement on the old line, it being a seamless foot stocking, double knee, in two and one-rib sizes from 4 to 9½. This line is without doubt the very best boys' double-knee line in the market which the retailer can sell at 25c.

Ladies' pink vests have been selling well. Several lines are cleared out already, but new shipments this week will enable them to fill orders for some time yet.

For Fall, the "Alice" ladies' vests and drawers to retail at 25c. has taken the lead of all the others. Live merchants should see this line ; it helps trade.

Ball pearl buttons have been one of the best-selling lines this season. The Brock Co., Montreal, are fortunate in having a complete range of them, and, with new goods arriving daily, are able to meet the demands. Chatelaine bags with belt attachment and wrist chains are being freely sold. The range in these goods is now complete. Ladies' purses are being shown in great variety.

Special attention has always been paid to the smallware section. Merchants who have smallwares on their list are sure to be able to find all their wants supplied from the stock which is carried by The Brock Co., Montreal.

SMALLWARES, ETC.

The Gault Bros. Co.'s smallware and notion department has been in receipt of large shipments of Royal Shetland cloth for Fall orders. They anticipate a heavy demand for these goods for Fall and Winter. There is still a big sale for their tucked lawns and tucked silks, with lace insertions, in white and Paris color, and also for the lace collars, the stock of which is kept well assorted. A large range is shown of misses', ladies', and maids' aprons in lawn and linens. In ribbons an interesting line is the silk and satin goods in the popular "Coronation" color. They sell quickly. Large lots of embroideries are being offered at prices that are sure to sell them. Besides all these staple woollen goods, mitts, fascinators, etc., there is a new circular shawl or cape which is attracting much attention and is selling well. It is not only very useful, but also a beautiful garment. Handkerchiefs are in wide range, and customers, to be sure of prompt delivery, should order now. Frilled lace curtains and curtainettes are selling well. The "Crescent" brand of ready-to-wear goods, including outside, walking and underskirts, wrappers, blouses and nightgowns, are proving a great success.

The Beaver Rubber Co. still continue to make the famous waterproof coat called "Dandy." This is a single-breasted coat, with cuffs and raglan pockets ; a very nice garment and a rapid seller.

Crescent Brand REGISTERED

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

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CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new eatures in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B.C.





Royal TRADE MARK

A FEW IFS.

IF you want to increase your trade 50%--stock the "ROYAL."
IF you desire to satisfy the most fastidious customer--get the "ROYAL."
IF you want to do a "cheap" trade--don't get the "ROYAL."
IF you want goods that sell themselves--stock the "ROYAL."
IF you want goods that won't be shelved--get the "ROYAL."

The "ROYAL" goods are beyond criticism.
The colors in "ROYAL" Shirts never fade. No Shirt department complete without the "ROYAL."
Our representatives will be on the road shortly with a superior line of Fall samples. Wait for them! It will pay you.

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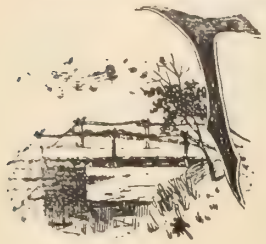
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Dress Goods.



THE trade throughout the country have been practically all supplied with their Summer dress goods assortments, and what orders come in during the remainder of the season for these materials will be of a sorting character. The demand for the various fashionable materials, however, has been one of the most satisfactory for many seasons past.

Unhappily, the retail trade cannot say the same as regards their branch of the trade. In certain districts, where a week or two of warm weather prevailed, the Summer trade began well, and things looked promising for the season. But, as a whole, the trade throughout the Dominion has suffered from the effects of a long and late Spring, and the season has been put back considerably.

The wholesale houses have been out with their Fall goods and what buying was done gave cause for expecting a good demand later on ; but it was generaliy found that the retail trade was stocked up too heavily with their Summer goods to think of investing in Fall goods. Some dealers simply refused to look at the travellers' samples, while others bought sparingly. But, as before stated, those who were ready to inspect the Fall dress goods and make their purchases bought well, and enabled the travellers to send in good orders for the finest quality of materials they showed, while making it apparent that they were pleased with the coming styles.

The feeling is still strong for all sorts of plain goods, old rose, fawns, drabs, greys, browns, etc., being among the favorite shades for Fall.

The demand for Summer goods has run along on much the same lines as a month ago, the only noticeable difference having been in the increased demand for muslins. These have now been very popular for two or three years and will doubtless be as good for this season. There is a run on whites and florals, organdies being also very good. Black lace effects, in both muslins and grenadines, have been going exceptionally well, and will be as fashionable as ever throughout the season.

The trade has been well supplied with mercerized sateens, which will doubtless be greatly worn. The heaviest buying has been on the blue and black grounds, with spots or floral designs.

The demand for challies has been one of the best in many seasons. The designs have generally been of the floral variety, but the latest patterns, in different striped effects, have been readily seized upon by the trade as a welcome change. The variety is too great to permit of any description. Although the demand for these is general and covers thoroughly all the patterns shown, buyers have exhibited a special liking for the stripes, giving the effect of lace. These are shown in a number of different designs, and give the appearance of lace stripes, which is new, and suits the season admirably, in view of the great popularity of all sorts of lace trimmings and embroideries for dresses which is apparent in the dress goods trade this Summer.

These striped patterns in challies are designed in all the fashionable colors, including reseda, old rose, heliotrope, drabs and "robin's egg" blue. The grounds are mainly in the lightest colors, among which cream is reported to have been sold the most.

Grenadines, etamines and other sheer goods are in demand for sorting-up purposes. Eoliennes have sold well throughout the Spring season.

The month of June, it is to be hoped, will prove more satisfactory than has the past month. It is very likely that, should the month be as warm as it usually is, there will be a rush upon retailers for all sorts of fashionable, light dress materials, in the event of which the travellers will be able to put out their Fall goods.

FOR MIDSUMMER WEAR.

In midsummer dress goods John Macdonald & Co. mention black silk grenadines in various designs, stripes and checks. They have a range of colors in two lines of all-wool cashmere. Other fabrics include black and navy serges, black lustres in which they show special value in a 50 in. line to retail at 50c. Their stock of white goods is very large and complete including Victoria lawns (special value in 45-in. lawns), India linens, French organdies, Swiss organdies, Swiss mulls, Swiss spots. A job line of check muslins, the mill price of which is 10c., can be retailed at that.

John Macdonald & Co. are showing walking skirts in greys, blacks, navies, mixture colors, etc., and have a range of ladies' white blouses to retail from 50c. to $2, with a full range of colored blouses.

WILL PRICES GO HIGHER ?

Bradford advices to The London Drapers' Record say: "A question of the greatest interest to the drapery trade is whether the advance in raw wool will be followed in the manufactured article—that is, will the wholesale and retail buyers of dress goods and other wool fabrics be prepared to pay a price to the manufacturer which will leave him a margin of profit when he has paid the advanced rates for his wool. Up to the present neither the advance in raw wool nor the expected impetus to trade generally arising from the celebrations of the Coronation seem to have caused any degree of speculation on the part of buyers of Winter dress fabrics, as the orders placed in this class of goods have not been at all above the average size. But if the price of wool keeps firm, very shortly attempts will be made by buyers of both British and foreign dress goods to place their contracts for the much more important Spring season, for which fine merino wools are mainly wanted, and the strength of the position of the sellers and holders of this class of raw material will be really tested. Although any giving way in the price of fine merino wools would create a very awkward commercial situation, it is, on the other hand, to be hoped that the present advance (which is practically 25 per cent. from bottom rates) will not be increased until the views of buyers of the manufactured article have come nearer into line with raw material. The lower kinds of cross bred colonials (those usually described here as of 40's quality or under) are in quite as good demand in London as are the finer merino varieties, and, even now, after an advance in price of fully 25 per cent. has been established from the lowest rates at the end of 1901, the price has only just passed what was the lowest recorded price previous to last year. If, therefore, only an average consumption of these cheap colonial crossbred wools is maintained, there is every indication of the present rates in

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" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel



London being kept up. But the consumption of both combed wool tops and yarns made from colonial crossbred wools on Continental account has been unusually large this year, and home manufacturers, both of dress goods and men's wear, are also developing the use of these wools rapidly since the price fell to the recent low level."

A TRADE REPORT.

The Wyld-Darling Co., Limited, report that there is a good demand for cheviots in blacks, blues, castors, and browns. Faced cloths are also selling freely. Satines soleils, venetians, cashmeres and serges are unusually popular this season for holiday wear; the prevailing colors are navys and blacks. This firm are showing some special lines to retail at 25, 35 and 50c. These are popular sellers. Lustres and mohairs are good sellers this season, and will again be used very largely for waists. They come in a nice range of creams, whites, navys and blacks.

The season for wash goods is now at its height. They have a full line of dimities, organdies, colored lappetts, foulards, lawns and linens.

SUMMER AND FALL FABRICS.

In the dress goods department of The W. R. Brock Co., Toronto, there sprung up with the first warm weather of May a great demand for printed materials, all qualities being run on, from the lowest, to retail at 8c. a yard, to the best and most exclusive French goods, to retail at 50c. a yard. Between these prices there are 28 ranges to select from, which makes the most extensive showing in this way the firm have ever made. This business should continue on through June. In this respect might also be mentioned some special values in 68 in. genuine French organdies in black and white only. Silk and wool crepe de chine and voiles still continue in demand. The firm also have these in blacks and all staple colors, but as there will undoubtedly be a scarcity before long an early application for samples is advised. The same applies to black silk grenadines, of which they have a choice assortment. Their J. A. 46 embroidered opera flannel for blouses is entirely confined to them for Canada, and is the best cloth for the money in the market, and can be retailed at 50c., and should be sold at 75c. in the regular way.

Cashmeres have taken a new impetus, largely due to the big advance lately. The Brock Co. claim to have the best value in the trade in both black and colored, and particularly mention their quality 500, 38 39 in., extra fine, and their J. A. 22, 44 45-in., both to retail at 50c., neither of which could be repeated to day and sold anywhere near these prices.

In fancy silks, they still have a good assortment of colors left in their four special job lines—0149 broche, retailing at 75c., regular $1, and 0147, panne silk, to retail at 50c., regular 75c.; 0150 printed Jap. (washable, to retail at 65c., regular $1; 0148 printed pongee (washable), to retail at 50c., regular 75c. Two special lines in black lace taffetas are selling well, and cannot be repeated, and very good orders are coming in for black and colored moire, of which The Brock Co. have a particular cloth.

For children's wear, cream materials, namely, cashmere cords and fancy silk effects, are asked for. The firm show a number of lines in this respect which the trade should inquire into.

A word as to Fall dress goods. The Brock Co., Toronto, have a complete range in the hands of travellers, and good orders are already booked. Ever since contracts were placed, advices of advances in price have been received, so that their purchases for Fall are worth 10 to 25 per cent. a yard more, and, although they are in the meantime well covered on most lines, if the demand deeps up as it has been doing, many important ranges will have to be dropped. In this respect they name the three following lines, which are well worthy of attention:

R43 50-in. venetian twills, to retail at 35c., regular 50c.

G556, 54-in. vicuna frieze, to retail at 60c., regular 75c.

HS 17, 48 in. cheviot homespun, to retail at 25c., regular 40c.

FABRICS THAT SELL WELL.

Moires and moire antiques are among the best selling silks of the season. The latest designs in these have been received with much favor by the trade. For making up into walking coats black moire antiques are likely to be in great demand. The white lining which is usually worn in them adds much to the attractiveness of the garment.

Finettelaines are in demand in various plain colors and patterns. Old rose and reseda are two of the most prominent shades in this fabric, in plain cloth as well as in the new lace effects. This latter has just made its appearance on this market, and in view of the immense demand for lace, should be extremely popular. But apart from its appropriateness to the present season, the lace effect in finettelaines is a new and original design that is very meritorious. The grounds are in most cases white with a netting printed upon them in black, red, blue, or other leading shades. At intervals a ribbon in some contrasting color runs through the design. The material, when made up into a waist or suit, has very much the appearance of a lace-covered or net-covered garment.

DOING MORE IN FABRICS.

Kyle, Cheesbrough & Co. are doing a greatly increased business in blouses, walking skirts, wrappers, etc., since the retirement of one or two firms from the market. Their costumes, flannelette underwear, and such goods, have also been in excellent demand. The travellers are now on the road with a large import range of staple trimmings, although the latest novelties will not be shown till their July trip. These only came on June 1 in the European markets, and cannot possibly be shown here until much later, notwithstanding that the trade is asked to buy trimmings by certain travellers who represent their goods as the season's latest novelties. Children's wear is a specialty with this house, and the trade done in children's hoods, infantees, bootees, knit underwear, etc., is very large, and continually increasing. The trade in children's wear should be looked after by all drygoodsmen. It pays.

MATERIALS AND MADE UP GOODS.

S. Greenshields, Son & Co. have had splendid success with their moire silks. A new line of moire antiques just in will be found of good value by the trade. Their lines of the metallic velveteens have already been repeated, such was the demand for them. Stripe silks and corduroys are other goods on which they have had to repeat their orders. In the corduroys and Bedford cords the range comprises some very handsome, as well as new, designs. The corduroy with satin stripe design, intended for making up into blouses, has been particularly successful. The Fall trade in heavier goods is reported satisfactory on all lines, though the season has

scarcely reached its active stage. Cheviots and broadcloths have been going very rapidly. Zibelines are also popular.

S. Greenshields, Son & Co.'s new ready-to-wear department contains a special line of striped Irish linen washable underskirts, in ox-blood and blue, which the trade should inquire after. These are made with two flounces. They retail at $1.25. Ladies' Summer costumes are given prominence in this department, including white, lawns, indigoes, colored muslins and colored sateens. The whitewear section comprises several popular-priced lines of corset covers, corsets, drawers, chemises, underskirts, nightgowns etc. There are also two special lines of Gibson waists, in white lawn trimmed with embroidery. These are of exceptional value, and can be retailed at $1.25 and $1.50.

A MONTREAL HOUSE REPORTS.

The W. R. Brock Co., Limited, Montreal, are showing a very extensive range of fancy dress muslins, new up-to-date styles, catchy designs, and are selling them very freely now that the hot weather is on. Among the collection can be found goods of American, British, and French manufacture. There is nothing that makes so effective and useful a blouse.

Among other new blouse cloths that Brock's Montreal house is showing is an entirely new range of finettelaines in fancy stripes, all the leading colors in reds, blues, old rose, greys, creams, etc., French designs, remarkably pretty patterns and A1 values.

There have recently been received two new ranges of French crepe de chine, goods that are very fashionable, judging from the demand there is for this class of material. They come in cream, pink, grey, fawn, old rose, cardinal, black, etc.

Brock's Montreal silk department is complete in all shades and all numbers of their well-known makes in the various lines of satins, tamolines, glaces, surahs, etc., and black satins, black taffetas, black peau de soies, etc. This department is a leading one and in it Brock's can usually meet all demands for scarce shades.

A CANADIAN BUYER RETURNS.

Mr. F. Trebilcock, of The Wyld Darling Co., has returned from Europe. In a conversation with him, THE DRY GOODS REVIEW learned that, like the past, the coming season would be one of plain stuffs. An effort has been made to boom fancy effects, but Mr. Trebilcock thinks there will insufficient time to introduce them this season. Cheviots and broadcloths, he says, will be the first feature, and venetians, amazons, satin royals and cashmeres will be much worn. Serges, also, will continue in favor. A lot of zibeline effects are being shown, chiefly in close-cropped makes. These were placed a little prematurely on the market last season, and were not so popular as he thinks they will be this season. Homespuns and friezes in 18 and 20-oz. weights will be favorites this season, and blouse cloths in printed flannels, Bedford silk stripes and fancy flannel striped effects will be a striking feature. These are very appropriate for waists, owing to their soft, clinging nature and effective appearance. The season in silks will have plain taffetas and tamolines as strong features, and a few fancy effects will be shown for blouses in Dresden striped patterns.

THE SORTING TRADE.

S. Greenshields, Son & Co. advise the trade to secure what they want of their big stock of cashmere hosiery now, as manufacturers have notified the wholesale trade of an advance in the near future. A full range of ladies' Summer vests has just been placed in stock. These are scarce and should be purchased early. Some new lines of guipure laces and insertions are in stock, although there was some difficulty in obtaining supplies, such was the demand, and orders can now be filled promptly. Some job lines of handkerchiefs include women's pure linen at 90c., and men's at $1.35. These are of unparalleled value. They report a heavy trade in their open-work cotton and lisle hosiery. Large shipments have recently arrived of ladies' black cotton hosiery with natural wool soles, a line which is growing more and more popular. Silk neck ruffles, which are still in great demand, and one of the most fashionable forms of neckwear, are shown in some excellent values. In velvet ribbons, also, the trade has been very large, and they have with difficulty kept up with it, but can now fill all orders. The house claim to have the best and most varied stock of fabric gloves in the trade, in lisles, taffetas and pure silks.

THE REVIEW'S DIRECTORY OF AGENTS.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO—and MONTREAL.
Dry Goods Commission Agents.
Representing
WM. SIMPSON SONS & Co., Philapelphia, Pa. Prints, Linings and Draperies.
CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS, Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

1,000 Good White Business Envelopes for $1.00
ANY PRINTING. We do good Printing cheap—500 Statements, 500 Noteheads, 500 Envelopes for $2.50.
SNAPS IN STATIONERY OF ALL KINDS — Business Pencils, $1.00 gross, regular $1.50. Write us your wants.
WEESE & CO., Jobbers, 51 Yonge St., Toronto.



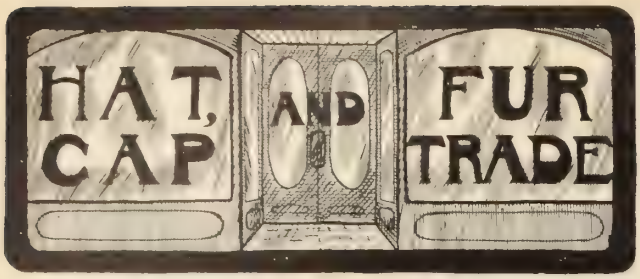
WANTED.
TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.
THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

ADVERTISING IN WESTERN CANADA will be . . .
CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.



BERNARD CAIRNS
Leader in
RUBBER STAMPS
PRICE MARKERS, Etc.
10 King Street West, - Toronto.
Awarded Diploma at Toronto Exposition, 1901

THE C. G. YOUNG CO.
RUBBER STAMPS
AND SUPPLIES
No. 1 Adelaide Street East, - TORONTO



Advices from New York show that the Spring hat business was dull. Black felts have predominated and this has led to all but the best trade suffering from the tendency of men to wear their black hats until they change to hot-weather hats. What are the hat men doing to prevent a repetition of this for Fall? Why, they are booming browns for Fall. The Economist says that great publicity has been given by several manufacturers to a recent cable despatch printed in The New York Herald, which says:

New York Trade.

> Are brown bowler hats coming in fashion again? The Prince of Wales has on several occasions recently worn a dark brown bowler, and makers are jubilant over the prospect of its revival.

It cannot be denied that the brown hat has many advantages over the black. Certainly it does not show dust or absorb the heat of the sun as much. In any event, it would seem that the public, as well as the trade, are ready—aye, anxious, for a change, and what more promising candidate than brown?

Light shades, rather than dark, however, will likely be favored on this side. Last week the Rogers-Peet windows were filled with brown hats of a new shade called "Curasco"—best described as a light tobacco. Mr. Bushee, the buyer of that department, told The Economist man that this display was made at that time as a "feeler" for Fall.

"I was somewhat surprised," Mr. Bushee added, "at their hearty reception. The result proves, to my satisfaction at least, that a change is desired and that brown will fill the bill. All I can say is, keep your eye on light browns this Fall."

In soft felts, variations of the Panama shape still hold undisputed sway. Naturally, pearls are now selling better than blacks, and those with self-colored bands of lighter shade.

There is a general impression in both branches of the trade, however, that black bands will likely be revived this Fall. Many of the new lines, at least, include such styles, and are said to be taking surprisingly well. Anything for a change seems to be the yearning.

Style in Hats. Hatters realize more and more clearly as each succeeding day passes that style is an all important consideration in the salableness of a hat; and they thoroughly understand that you cannot get too much style into a hat to suit the buyer, and the last buyer of all the consumer. A hat may be a hat just as of yore, but style is what is wanted; a finishing touch, however slight, that is just right, counts immensely every time, and leads to sales when higher quality—simply quality and nothing else—drags, or is passed by altogether. The stylish hat is the only one worthy of being designated as up-to-date, and a study of business as it is—an effort to sell hats—will reveal the fact very quickly that headwear, whether for men, women or children, will command no attention unless it is as modern as the moment in which it is offered for sale—and then it must be as good as the selling price will allow.—New York Hat Review.

Prices of Hatters' Fur. The English Hatters' Gazette says: "The market for all cut furs remains very firm, with a tendency to a further rise. From all reports, it may be gathered that not for many years past have the stocks of skins, both at home and abroad, been so low at this season of the year, but against this it is stated that America holds rather more than her average. At the sale of Australasian skins held on April 26, some 600 bales were offered and cleared in a very firm market, with an advance on all the light grades of from a half penny to a penny per pound. The few lots of New Zealand skins were not of first-rate quality, and did not reach limits; they were, for the most part, withdrawn."

Hat Trade Notes. Mr. E. A. Ste. Marie, who has been engaged in the hat and fur trade in Montreal for the past 20 years, is the proprietor of one of the largest and best equipped establishments in the city. For many years prior to his locating in Montreal, Mr. Ste. Marie was employed in Chicago, where he became familiar with the practical details of the business. He early evinced those sterling qualities and business ability which have been such potent factors in his long and successful business career. Mr. Marie is in the prime of life and is one of the representative business men of the community.

The Redmond Company, Limited, wholesale hatters and furriers, have moved into larger premises, corner St. Helen and Lemoine streets, Montreal.

Waldron, Drouin & Co., of Montreal, have rented a property adjoining their present warehouse and will thus have an additional floor space of 15,000 square feet. They have considerably increased their staff in view of the marked growth of their business.

A FAMOUS INDUSTRIAL VILLAGE.

Among the villages in England made famous by its local industries is Saltaire, It was founded half a century ago by Sir Titus Salt and was named after him. Sir Titus was one of the great founders of the modern woollen industries, and his traditions are still carried out.

Nearly 4,000 people are constantly at work on the ten acres which the great works cover. The air in the mills is cooled in summer and warmed in winter. A dining-hall has been provided, where meals can be cooked free, or are supplied at cost price. There is an armoury, drill-room, and gymnasium especially for the hands; while the splendid Saltaire Club and Institute was erected at a cost of £26,000.

Sir Titus spent another £16,000 on a church for his people, and erected also 24 baths and washhouses, at a cost of £7,000. A public park was laid out by him, and education was provided for by a fine building, capable of holding 750 children, and costing £7,000. A boathouse on the River Aire, a cricket-ground, and various other athletic institutions add interest to the lives of the employes, and accidents are provided for by the setting aside of a large sum to pension those permanently injured.

PEWNY'S KID GLOVES

ARE SOLD BY ALL THE LEADING STORES THROUGHOUT CANADA.

What has made them so popular with the trade ?

The **FIT** and **QUALITY,** backed up by the maker's guarantee with every pair.

WE HAVE NOW IN STOCK a large assortment for

SPRING 1902

and can fill all orders for the latest Styles and Colors promptly.

Handle this line and make handsome profits.

S. GREENSHIELDS, SON & CO.

Sole Selling Agents for Canada. MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, BC.

THE LATEST

The Latest Panama Softs

The Latest Panama Stiffs

The Latest Panama Palms

— AT —

WALDRON, DROUIN & CO.'S

507 St. Paul St., MONTREAL.

FURS

Our Samples are now in our travellers' hands, and will be submitted for your inspection shortly.

Many novelties are being introduced for the coming season, and values, in face of the advance in raw materials, never better.

With largely-increased accommodation in our new factory, we are in a better position than ever to insure early deliveries, exceptional values and high-class workmanship.

James Coristine & Co., Limited

MONTREAL.

CHILDREN'S WEAR.

WHEN one calls at a dry goods store almost anywhere in Canada and asks to see their line of children's goods, in all but very few cases he is shown an extremely small assortment. In view of the success that has been made of this trade by merchants in other countries, it is astonishing that the Canadian dealer has been so backward in pushing such goods. There is not the demand for them, of course; but this can easily be overcome by placing a good big range of all sorts of children's garments in sight of customers, few of whom have any idea that they can purchase them. A large proportion of the garments for children are made in the home, when it is possible for the retailer to supply them cheaper and better made.

A good business ought to be done by every dealer in this line, but very few have given it any attention. Those who have made a specialty in children's wear have found it so paying a business, and one that can be worked up into such large dimensions, that in many cases they have dropped other lines of men's and women's goods and given their whole care to the development of this trade. One Montreal retailer does an enormous business in children's goods alone; and in that whole city, he is perhaps the only one who has seen the opportunities in such a trade. A New York firm, Best & Co., who handle children's goods alone, have customers all through the surrounding States, and are reported to be doing a trade amounting to over $1,000,000 a year.

All that is required is to educate the customers. When a large trade is done the goods can be sold at a much lower price than they could be made. But the trade in children's wear is not always a cheap one. Mothers, as a rule, are willing to spend more on their children than on themselves, and many a christening robe, for instance, has been bought for an infant at a price greater than the mother would spend on a cloak for herself.

There are a great many articles that should be included in such a stock, some of them being: pinafores, headwear of all shapes and for all seasons, knitted underwear, flannelette underwear, eiderdown coats trimmed with imitation fur, etc.

This trade is rapidly increasing, though each merchant is doing only a little, much less than he could do by giving the subject more attention. One or two mills have already dropped some lines of ladies' goods in order to keep up with the demand for children's garments. The latter they find in steadier demand, and prefer it to the other.

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IF YOU WANT
THE VERY BEST

CLOTH AND KNITTED
CAPS

ASK YOUR JOBBER
FOR GOODS MADE BY

MOHAWK VALLEY
CAP FACTORY

UTICA, N.Y., U.S.A.

Established 53 Years

The Summer Sorting Trade

A WELL-ASSORTED STOCK TO SELECT FROM:

Muslins—White Victoria Lawns, India Linons, Nainsooks, Satin Checks, Swiss Spots and Tucked Apron Muslins.

The latest productions of Summer dress materials in Dimities, Crepes, Batistes, Lenoes and Dotted Swiss Muslins.

Black Silk Grenadines, French Voilles, etc., etc.

Hosiery—Our registered "Imperial" Fast-Black Black Cotton (with natural wool feet), Black Lisle Thread, and Black Lisle (with fancy fronts).

Men's Cotton and Cashmere Half-Hose, Balbriggan Underwear, Neglige and Outing Shirts, Alpaca Coats, Bathing Suits and Trunks.

Ready-to-Wear Goods—Ladies' Skirts in Black and Navy Lustres, Homespuns, Box Cloths, Piques, Linens, Black and Navy Serges. Black Sateen and Muslin, and White Muslin Blouses.

Laces—White Valenciennes Edgings and Insertions, White, also Black Lace All-Overs, Swiss Muslin All-Overs. Lace Curtains and Curtain Muslins. White Quilts, in all our popular numbers.

FILLING LETTER ORDERS A SPECIALTY.

John Macdonald & Co.

Wellington and Front Sts. E. ....TORONTO.

The Canadian Dry Goods Review



Fall Trade Number

July 1902

Montreal & Toronto, Can.

WYLD-DARLING

WHOLESALE DRY GOODS. **COMPANY, LIMITED.** MANUFACTURERS, TORONTO.

SUMMERWEAR SPECIALTIES AND JOBS.

Fancy Lace **Hosiery,** Colored **Muslins,** Neck **Ribbons,** Flannel **Suitings.**

LADIES' HOSIERY

Complete stock plain and ribbed Black Cashmere and Black Cotton in all our popular numbers.

Maco and Natural Wool Split Soles and Polka Dot Cotton Retail 35c.

Black Lace Hose. Retail 25c., 35c. and 50c.

HOUSEHOLD GOODS

White and Colored Quilts.

Bleached and Unbleached Tablings.

All Sizes Napkins.

Huck and Damask Towels.

White and Colored Bath Towels.

Summer Dress Stuffs

Scotch Spot Muslins.
Swiss Spot Muslins.
Scotch Taffetas.
Printed Organdies.
Dimities, Foulards.
Silkalines.
Victoria Lawns,
India Linons,
Linen Batistes in Endless Variety.

MEN'S CLOTHS

Twill Worsted Coatings "Wyld's Special" and "Beaver" Black and Blue.
Serge Suitings Atlantic, Pacific, Trilby, etc., all in stock, Black and Indigo.
54-in. Black Italians A1 Special, Aberdeen, etc.
54-in. Black Mohair Serges, Britannic Germanic, etc.

Men's Fall Underwear

Fleeced Lined Plain Scotch Wool. Elastic Ribbed.

The popular "Wolsey" Brand. Unshrinkable.

A full assortment of Men's Furnishings for the Sorting Summer Trade.

TRAVELLERS { are now showing full range of Fall Samples of Cottons, Flannels, Flannelettes, Wrapperettes, Woollens, Hosiery, Underwear, Dress Goods, Fancy Linens, etc.

Men's Featherweight Serges, Flannels, Homespuns and White Vestings. Visit Our Departments.

Letter-Orders-Promptly-Shipped. **WYLD-DARLING** COMPANY, Limited.

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Royal TRADE MARK

The THREE WELLS

THE ROYAL SHIRT
WEARS WELL
WASHES WELL
SELLS WELL

It has perfect fitting **qualities that please the wearer.**

Its washing qualities have been **proven, tested, tried. Royal colors never fade.**

SOLD BY THOUSANDS OF CANADA'S RELIABLE MERCHANTS.

HAMILTON, BERKINSHAW & CO., 41 Yonge Street, TORONTO.

Special Attention Given To Mail Orders.

S. GREENSHIELDS, SON & CO.

MONTREAL

GREENSHIELDS & CO., Limited,

VANCOUVER.

FALL 1902

The best values in all lines of DRY GOODS will be found in our stock for the coming season.

Flannelettes

In Plain and Fancy Stripes. Plain and Fancy Checks.

PLAIN COLORED SAXONIES

all shades.

PRINTED FRENCH TWILLS

NAVARRO TWILLS

ANTOINETTES

WOLSLEY FLEECE

COMONA SAUMET

FOULÉ SERGES FLANNELAINE

FANCY TWILLS SWANSDOWNS

We offer to the trade

35,000 Pieces

of the above goods in most up-to-date styles and colorings.

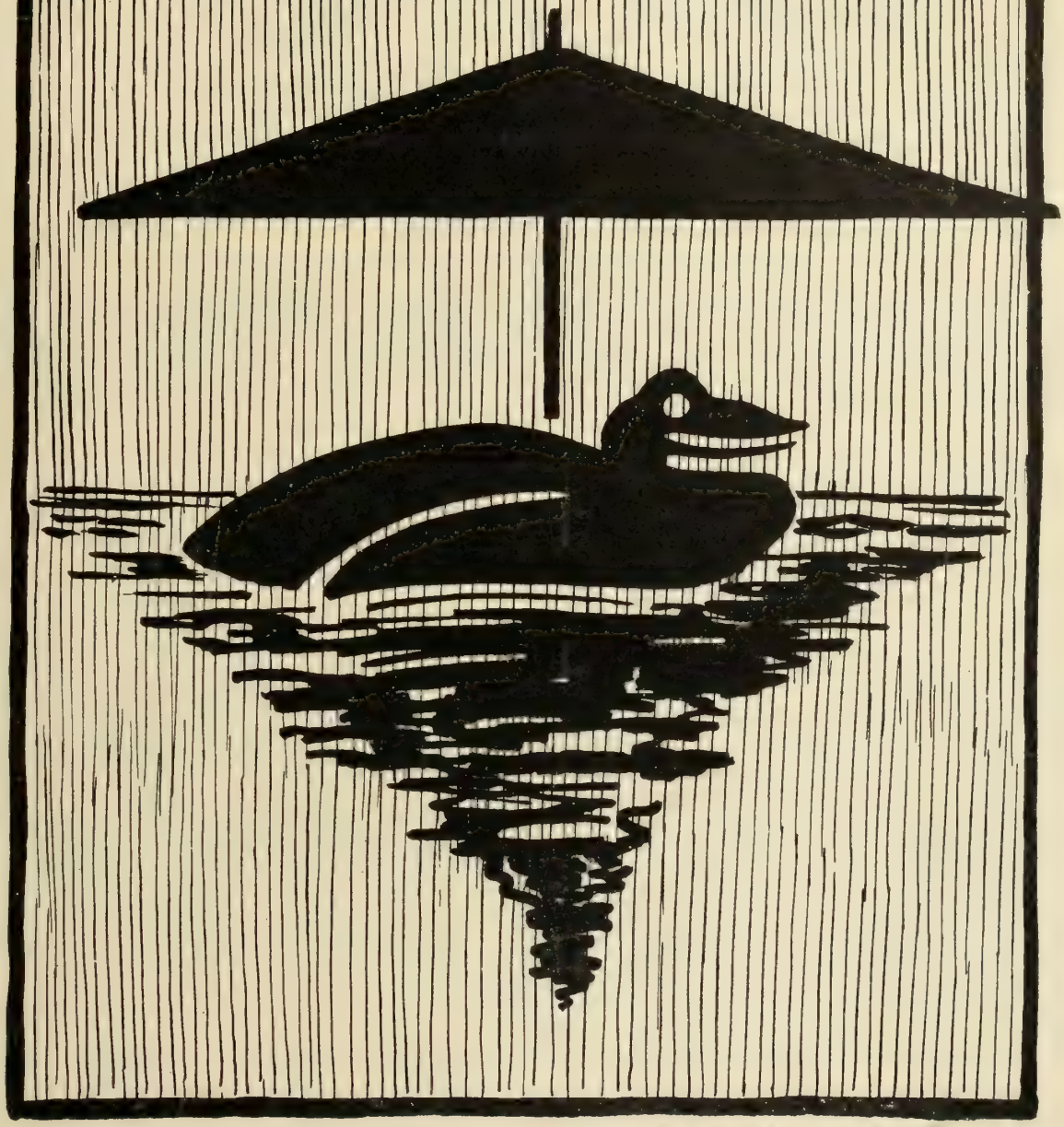
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S. Greenshields, Son & Co.

MONTREAL.

GREENSHIELDS & CO., - VANCOUVER, B.C.

CRAVENETTE



For . . .

RAINCOATS

For LADIES and GENTLEMEN

All genuine Cravenette Cloths have this trade mark stamped on them.

REG° TRADE MARK
Cravenette
PROOFED —BY— CRAVENETTE CO LTD

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SOLE AGENTS MONTREAL VANCOUVER

Dress Ginghams

A CLEARING LINE.

4,500 Pieces

PLAINS AND FANCIES.

We offer the entire lot to our customers at very much less than manufacturers' prices.

S. GREENSHIELDS, SON & CO.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER.

LININGS.

Montreal Cotton Co.'s Productions.

We carry a very large and complete range of the above Company's goods. We can assure you they are the best values in the market at the prices we sell them at.

We are the largest distributors of these goods in Canada.

S. GREENSHIELDS, SON & CO.

MONTREAL

GREENSHIELDS & CO., Limited, VANCOUVER.

PRINTS

We offer to the trade

20,000 pieces

OF PRINTS

including all qualities, and in newest designs, at prices to suit purchasers.

S. GREENSHIELDS, SON & CO.

MONTREAL

GREENSHIELDS & CO., LIMITED, VANCOUVER, B.C.

PEWNY'S KID GLOVES

ARE SOLD BY ALL THE LEADING STORES THROUGHOUT CANADA.

The FIT and QUALITY backed up by the makers' guarantee with every pair, make them

The **Most Popular Glove** with the Trade.

WE HAVE NOW IN STOCK a large assortment for

FALL 1902

and can fill all orders for the Latest Styles and Colors promptly.

S. GREENSHIELDS, SON & CO.

MONTREAL.

Sole Selling Agents for Canada.

GREENSHIELDS & CO , Limited, VANCOUVER, B.C.

S. GREENSHIELDS, SON & CO.

MONTREAL

T. DEPARTMENT.

A full line of CHATELAINE BAGS and WRIST BAGS, PATENT LEATHER BELTS, TUCKED SILK BELTS.

Full stock ORKNEY SHETLAND FLOSS.

See our range of DOLLS and FANCY GOODS before ordering elsewhere.

The best value in these lines offered by any house in Canada to-day.

It will pay you to write us for anything you want in this line.

LINENS

We have now in stock

A FULL ASSORTMENT of

HOUSEKEEPING LINENS

THE MANUFACTURE OF

Messrs. James & Thomas Alexander, Limited, Canmore Works, Dunfermline.

The goods made by this well-known firm are unequalled for their quality and superiority of finish.

S. GREENSHIELDS, SON & CO., Montreal.

Sole Selling Agents for Canada.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

THE STANDARD UMBRELLA MFG. CO.



Makers of

Umbrellas

Parasols and

Sunshades

Sole Manufacturers of the Celebrated

M. & F. SELF-OPENING and SELF-CLOSING UMBRELLAS.

The quickest selling umbrella on the market to-day.

Any live merchant can sell six of these **Self-Openers** to one of the ordinary style.

The Trade Mark on our umbrellas guarantees Quality, Workmanship and finish.

Ask your Wholesale House for them; if they cannot supply you, write us direct.

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6 Lemoine Street, - - MONTREAL.

S. T. GREENLEESE & SONS

8 St. Helen Street,

MONTREAL.

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JUL 16 1902
RETURNED



Our goods have merit and are worthy of your consideration, for Price, Quality, Style, Fit and Finish.

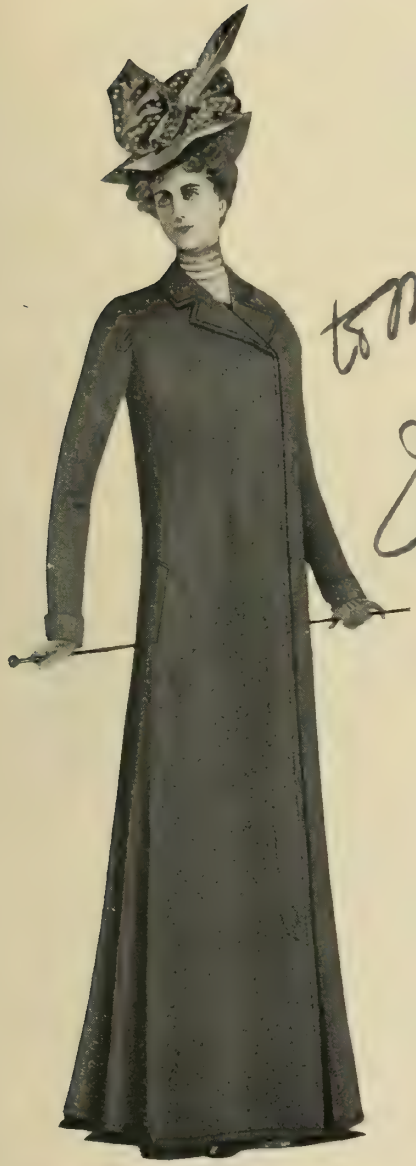
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FUR and Cap Manufacturers

WHOLESALE.

YOU WILL FIND MONEY IN BUYING THE

BEAVER BRAND WATERPROOFS



"Aberdeen"

Write for our new illustrated catalogue.

Salesmen are out.

A post card will bring one of them to you or sample cuttings will be sent you by mail.

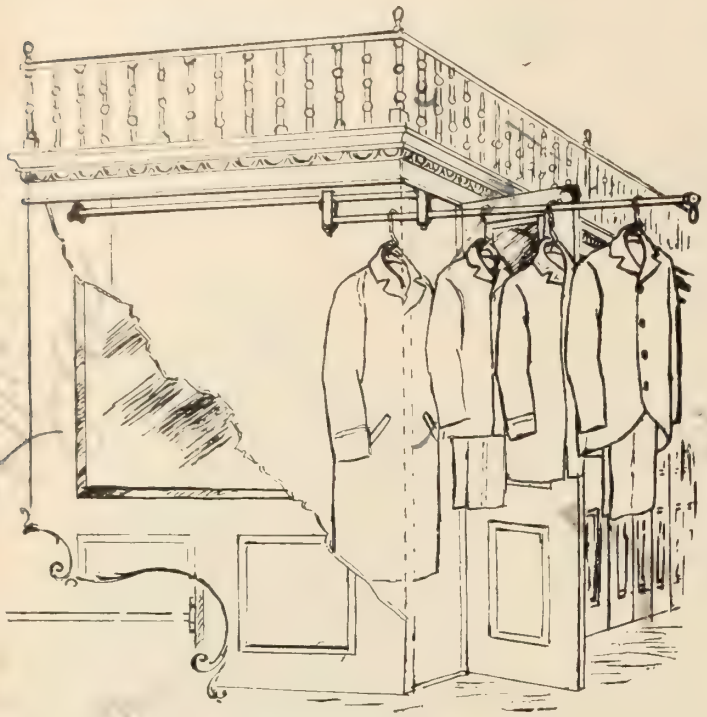


"Dandy"

The Beaver Rubber Clothing Co. LIMITED

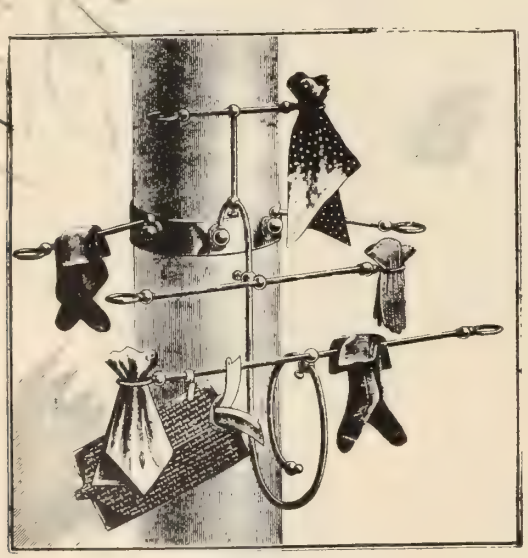
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THIS IS THE AGE OF IMPROVEMENT



PATENT APPLIED FOR.

The accompanying cut gives some idea of what the 20th Century Costume and Clothing Cabinet is like. This Cabinet has a new trolley extension rod and sliding door and has a great advantage over any other Cabinet and Fittings. The door after being opened is slid inside the Cabinet out of the way completely in a very easy manner on a brass slide. The trolley fittings inside the Cabinet are made of heavy steel rods, nickle-plated and highly polished. One slides out upon the other on 2 rollers. The whole apparatus is so simple and easy to operate that a child could work it. A Rod 5 ft. in length will hold 25 suits or costumes easily. The Cabinets are made in best ¼ oak, maple or cherry woods.



Column Fittings.

Send circumference of your columns and we will be pleased to quote prices.

We will be pleased to quote you prices for these; they are not expensive, and up-to-date merchants are installing them in their stores throughout the Dominion.

We make the highest grade of wax figures on the market, each one guaranteed against heat or cold.

We carry a full line of artificial and naturally prepared plants for decorations.
WHOLESALE ONLY.



Millinery Head on ½ bust from $15.00 up.

DELFOSSE & CO.

1782 Notre Dame Street

Write for Catalogue.

MONTREAL.

No Brass Eyelets

ORDER

THE B. & C. CORSETS

They have a Soft Loop instead of a Brass Eyelet.



RETURNED
AUG 13 1902

Our new shape with LONG HIP is now popular.

SAMPLE ORDERS SOLICITED.

Manufactured only by

Brush & Co., Toronto

SHALL WE MAIL OUR CATALOGUE OF FIXTURES AND FORMS TO YOU?



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Window AND Interior Fixtures

The only maker of Forms and Wax Figures in the Dominion.

For Showing . . .

Dry Goods
Clothing
Shoes
Cloaks
Millinery
Furnishings

A. S. Richardson

Factory and Show Room

62 Hayter St., Toronto,

—and—

714 Craig St., Montreal.

'Phone Main 3687.

A PALMENBERG CLOAK AND SUIT FORM



60D.

is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired, and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

New models, low bust, prominent hips, perfect shapes. Sizes, 30 to 42-inch bust. Bust made of Papier Mache and covered with fast black Jersey Cloth.

Heavy Wire Skirt, Japanned Iron Base and Standard. The new slide support and the screw in the top are distinct features and make the figure rigid and strong.

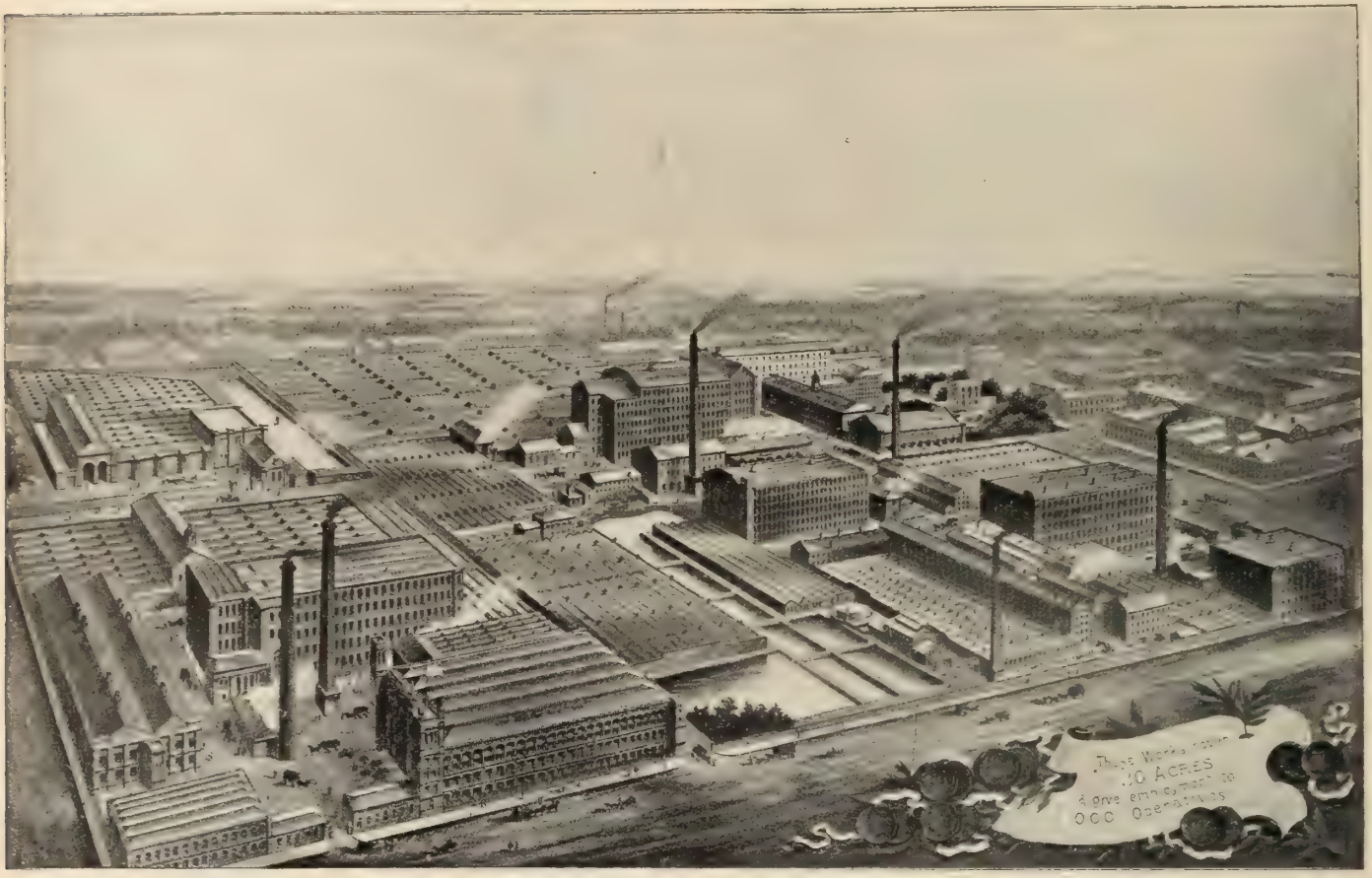
J. R. PALMENBERG'S SONS

Office and Salesroom: 710 BROADWAY.

Factory: 89 and 91 West Third Street, New York

Horrockses, Crewdson & Co.

COTTON SPINNERS AND MANUFACTURERS. LIMITED



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, 107 PICCADILLY, MANCHESTER,
5 LOVE LANE, LONDON, E.C.
7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.



Elegant Lace Robe (unmade), groundwork of pretty net, with Irish Lace design.

Rainy Weather or Sunny Weather

you need it for either, and we are Sole Agents in Canada for the **NEW PATENT RUNNER UMBRELLA.** Half silk and Sterling-Silver Mounted. To the trade only at $18.00 per doz.

Kyle, Cheesbrough & Co'y, - Montreal



MERIT is what we have relied upon and ***Merit*** has awarded us ***first place*** in the ***Lace Trade of Canada.*** Our collection for 1903 about to be placed in our travellers' hands will fully sustain our reputation as the ***Lace Warehouse of Canada.***

In ***Embroidery Galloons, Insertions and Edgings,*** we show a special collection of designs which are unique and simply irresistible, and can be seen in no other sett in this market.

In ***Fancy Goods,*** we still control the exclusive sale of the production of a leading Parisian manufacturer of ***Sequin and Lace Robes, Lace Jackets, Collars and Trimmings,*** including ***Escurial*** and other ***Lace Robes*** in ***Ivory and Paris Shade, and Black,*** in prices from ***$8.50 to $35.00 each.***

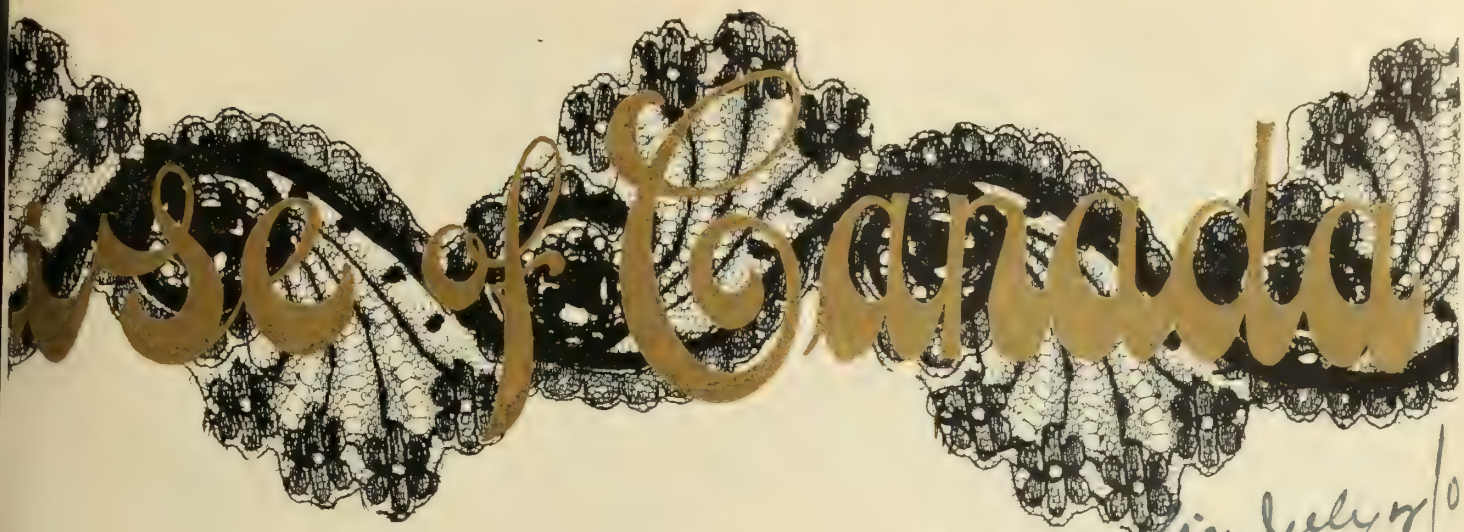
Trimmings for street and evening wear we show in ***Galloons, Satin Strappings, Fine Sequin Galloons, Silk Appliques, Plain Silk, and Fancy Lace-Embroidered All-Overs,*** and ***Trimmings Embroidered on Chiffon.***

Silks are shown very largely in ***Plain and Fancy Blouse Silks, Louisine Shot Silks in Drake's Neck Color,*** the leading fad in Paris; also ***Lining and Skirt Silks*** in all the newest shades, and ***Panne Satins, etc.***

Velvets and Velveteens are shown in numerous qualities and prices. The ***Regal Silk Finish Velveteen*** is our special brand, and is the best value we have ever offered. ***Fancy Velveteens*** for trimming and blouse purposes in large variety.

KYLE, CHEES

16 St. Helen Street,



Chatelaine and Wrist Bags in Steel, Beaded and Satin, **Belt Buckles** in Jet and Metal, **Pearl and Jet Neck Chains,** and **Ladies' Belts.** Latest Novelties up to **$18.00** per doz., all styles and makes, and in very large variety.

Neckwear, including an immense range of Collars and Berthas, ranging in prices from **25c. to $8.20** each.

Hair Ornaments, Combs, Pins, etc., in large variety.

Ribbons, in **Plain Silk** and **Satin, Fancy Silk,** and **Black** and **Colored Velvet.**

Dress Goods in newest styles and fabrics, including **All-Wool Satins, Panne Amazon** and **Venetian Costume Cloths, Melton** and **Tweed Effects, All-Wool Diamonette, Zibeline Dress Goods** and **Silk** and **Wool Crepes, etc.**

Cloakings, in **Moss Beaver Cloths, White Bear Skin, Imitation Lamb Skin, Sealettes,** and **Black** and **Colored Matalassie** and **Fancy Cloakings.**

Hosiery, Gloves and **Underwear,** in **Cashmere, Wool** and **Silk.** Values unsurpassed.

"QUEEN'S GATE HOSE." We are sole agents in Canada for the quickest seller in the hosiery line, the **Indelible Black Queen's Gate Cashmere Hose.**

BROUGH & CO.

MONTREAL.



Rich Point d' Brussels Bertha.

KYLE, CHEESBROUGH & CO.
MONTREAL



Point de Venise Lace Collar.

KYLE, CHEESBROUGH & CO.
MONTREAL.



KYLE, CHEESBROUGH & CO.
MONTREAL.

"MILDRED"

Pretty Slip in Louisine Chene, tucked and trimmed with imitation Carrick-Ma-Cross Lace.

LETTER ORDERS WILL RECEIVE OUR SPECIAL ATTENTION.

1859



1902

We are talking to YOU

THE merchant who sells Turnbull's Underwear is sure of selling his stock early in the Fall. Let us fill your sorting orders. We ***guarantee prompt shipment.*** The quality and finish of our Underwear is the result of 43 years' experience. We keep in stock ready for Fall sorting all lines in Ladies', Children's, and Infants' Perfect-Fitting Elastic-Ribbed Vests, Drawers, Combination Suits, Equestrienne Tights, Men's Light and Heavy-Weight Shirts and Drawers.

We GUARANTEE our "CEETEE" Full-Fashioned UNSHRINKABLE UNDERWEAR equal to any imported and at lower prices. Made of the finest Australian Wool in light and heavy-weights. Suitable for early Fall and Winter.

THE C. TURNBULL CO. of Galt, Limited

GOULDING & CO.
30 Wellington St. East, TORONTO

JOS. H. WEY
6 Bastion Square, VICTORIA, B.C.



This is one of the very latest style Coats. It is only one of a large assortment that we are offering for Fall trade. To get the best class trade, you must have the Best and Latest Styles. We can supply you with them.

The Strathcona Rubber Company

PROOFERS TO THE TRADE.

Office and Salesrooms: 1860 Notre Dame Street
Factory: Papineau Avenue

MONTREAL

E. L. ROSENTHAL, General Manager.

THE PIONEER MANUFACTURER OF RUBBER CLOTHING IN CANADA.

We don't say much, our goods speak for themselves.

THE TIME TO INSURE IS

NOW

While you are WELL, STRONG and INSURABLE.

THE

Confederation Life

ASSOCIATION issues policies on all approved plans of insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

W. H. Beatty, Esq., PRESIDENT.

W. D. Matthews, Esq., VICE-PRESIDENTS. Frederick Wyld, Esq.,

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO.



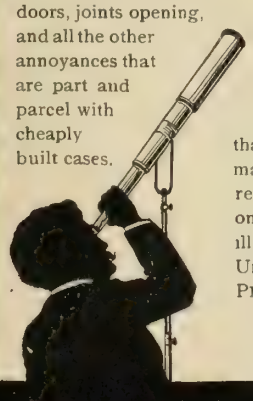
John Phillips & Co.,
DETROIT, MICH.
Canadian Branch:
WINDSOR, ONT.

The Phillips' Illuminated

Silent Salesman TRADE MARK

Show Case

is the guiding star to satisfaction in show-case buying. It leads away from poor materials, warping frames, sticking doors, joints opening, and all the other annoyances that are part and parcel with cheaply built cases.



It Pays to look beyond

the few dollars saved in the buying of such show cases. It pays to remember that PHILLIPS' SHOW CASES maintain 38 years' reputation for reliability, and that we hold the only patents covering a show-case illuminating device. Patented in United States and Canada. JOHN PETZ, Patentee.

Write for Catalogue.

L.L. CLINE DETROIT

The Auer Gas Lamp

Money-Back Style.

Makes its own Gas.

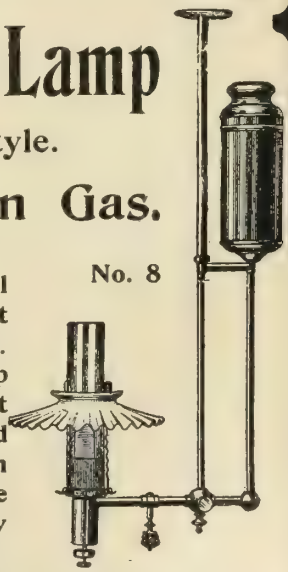
OUR No. 8 is the best all around lamp on the market for either the store or home.

IT IS FITTED with an up and down adjuster so that the burner can be lowered two feet. You can hang it on a hook or screw it up—we supply a hook and a screw plate with it.

IT GIVES a light of a 100 candle power and is a fine lamp to show goods with.

THE COST of running it is less than an oil lamp and there is no smell or smoke from it.

No. 8



YOUR MONEY REFUNDED IF YOU ARE NOT PERFECTLY SATISFIED.

WRITE FOR OUR CATALOG.

AUER LIGHT CO., 1682 Notre Dame St., MONTREAL.







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Mark Fisher, Sons & Co.

WOOLLENS AND TAILORS' TRIMMINGS

Victoria Sq. and Craig St., **MONTREAL.** 60 Bay Street, **TORONTO.**

The Oldest Established and the Largest strictly WOOLLEN House in the Dominion.

SAMPLE ROOMS

Halifax, N.S. Ottawa, Ont.
St. John, N.B. Victoria, B.C. London, Ont.



OCT -8 1902
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FISHER & CO., HUDDERSFIELD, ENG.

Mark Fisher, Sons & Co.

MONTREAL AND TORONTO

IMPORTED WOOLLENS
CANADIAN WOOLLENS
TAILORS' TRIMMINGS

Our range for Fall is unsurpassed. We show a full line of Martin's Worsteds, Serges, Suitings and Trouserings.

Our Rainproof Overcoatings are exclusive in pattern and quality, and are not to be duplicated elsewhere.

Four of our specialties in Serges every Merchant Tailor should carry in stock:

Avalanche
Dominion
Klondike
Ophir

They are guaranteed Indigo Blue, and Woaded Black.

Special attention is called to the large variety and newest patterns of our Fall and Winter Overcoatings—an extensive range, and at right prices.

Canadian Woollen Department We carry in stock the best from each manufacturer, comprising a large range of up-to-date patterns, and good values.

Our Trimming Department keeps pace with our ever-growing trade, and every requisite for the Merchant Tailor is carried in stock.

We especially invite the Dry Goods trade to inspect our selection of Costume Cloths.

QUANTITY, QUALITY and PRICES are right.

MANUFACTURERS OF
All Wool and Union Flannels.



Tweeds, Serges &c.

A.H.BAIRD, SECY TREAS
H.STROUD, MANR

The Paris Wincey Mills Co.
Paris, Ontario.



THE CANADIAN PRESS CLIPPING BUREAU

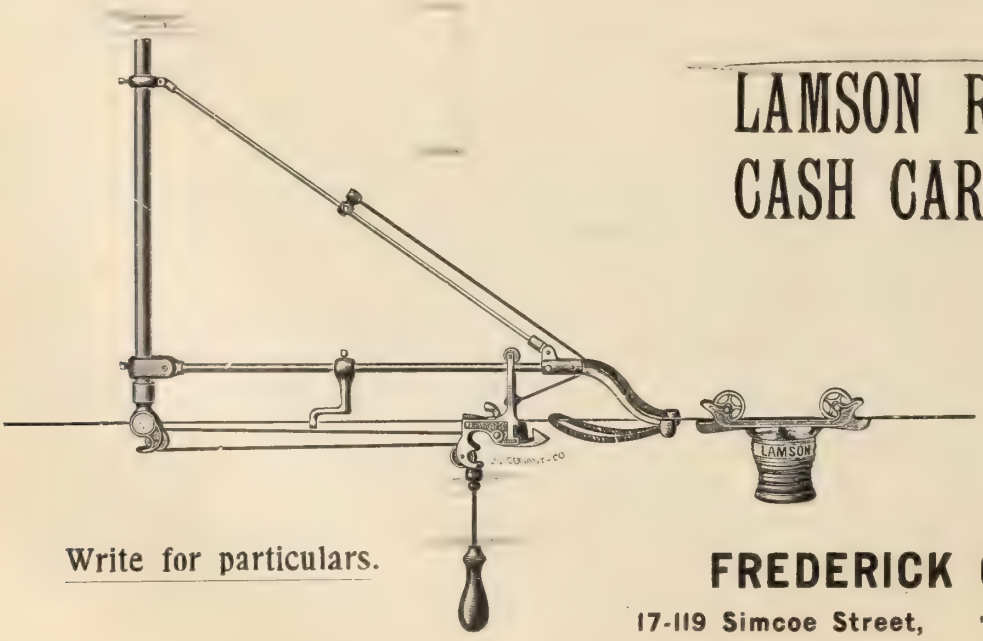
Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings; $40 per thousand, payable in advance: but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,
232 McGill Street, MONTREAL.
10 Front St. East, TORONTO.



LAMSON RAPID SPRING CASH CARRIER

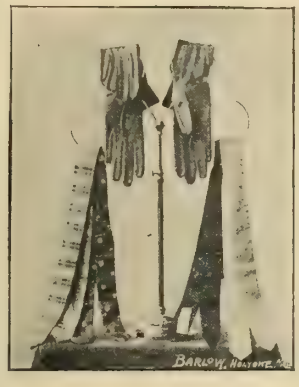
The Modern Labor and Money Saver

Write for particulars.

FREDERICK C. CUTTING,
17-119 Simcoe Street, - - - TORONTO.

The Barlow, Holyoke, Mass.

HOW ABOUT IT?



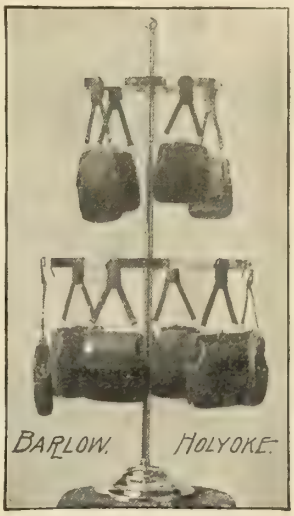
No. 437. Four-Ring Tie Stand for the display of Neckwear, Gloves, Hosiery, Handkerchiefs and other light goods, on counter or floor of window.

The **Barlow** Catalogue illustrates and describes several thousand different ideas in display fixtures, some of which are just what you want.

Our Semi-Annual Supplement for July, 1902, is now ready for distribution. It is entirely out of the ordinary run of fixture catalogues and is full of valuable information on a great many subjects of interest to you.

SHALL WE SEND IT?

Let us have your request before the edition is exhausted.



No. 441. Chatelaine Bag Stand. The circles are of flat metal, and both revolve on standard, allowing customers to examine all bags without removing from stand.

Barlow Manufacturing Company, Holyoke, Mass.

598 Broadway, NEW YORK CITY.

METAL DISPLAY FIXTURES, SHOW CASES, WAX FIGURES, PAPIER MACHE FORMS Etc.

125 Summer St., BOSTON, MASS.



STRACHAN BROS.,
130 Wellington Street West,
TORONTO.

Strachan Bros.,

Hat Manufacturers,

130 Wellington Street West, TORONTO

Men's Felt Hats in Wool and Fur.
Prices from $4.50 to $30.00 per dozen.

Ladies' Ready-to-Wear Hats in Mohair and Velvet.

Ladies' Walking Hats in Wool and Fur Felt.

We make only up-to-date styles. Send for Catalogue and Prices, or call and see samples at our factory, 130 Wellington St. West, a few doors west of York St.

Assortment E

The Queen Line of Undermuslins, $100.00

It comprises 40 of the daintiest, prettiest, best numbers you've ever seen. "How can you do it for the money?" is the universal question. Advertising matter and electros sent with each line.

Corset Covers from $2.25 to $7.50 per doz
Drawers from $2.50 to $9.00 per doz.

Gowns from $4.50 to $12.00 per doz.
Skirts from $4.50 to $18 00 per doz.

Get your order in now for delivery any time prior to January 1. Prices are bound to go higher and your order should be placed at once.



Never elsewhere was such an attractive line offered for $100.00. Send for complete specifications.

Hundreds of pleased customers testify to the excellence of this assortment. Just the line you want to give you a complete stock of Underwear. It contains 18 dozen, not too many of any one style, but enough different styles to make a general line up to the prices quoted above.

Terms, 2 per cent. 10 days.

Poughkeepsie Underwear Co.

Makers of Queen Undergarments. **POUGHKEEPSIE, NEW YORK.**

Special Sale Assortment G

The Greatest and Most Successful Offering of QUEEN UNDERGARMENTS for Sales Purposes.

100 Dozen, $500.00. Terms, 2 per cent. 10 days.
One-half of assortment shipped for $250.00.

25 dozen Skirts, 25 dozen Gowns,
25 dozen Corset Covers, 25 dozen Drawers.

We have customers who have sold the complete assortment in one day's sale, and this in towns as small as 5,000 inhabitants.



Let us write you fully of our successful plan for special sales of muslin underwear.

A large and well-known retail concern received its first shipment of Assortment G on May 31st. On June 2nd it telegraphed duplicating the order, which was promptly shipped. On June 5th we received a telegram ordering a third assortment. Name of firm in question will be furnished upon request.

Assortment **G** has beaten all records. It is by far the most attractive offering we've ever made. The duplicating and triplicating experience of the firm referred to above is but one in many. Dealers everywhere are having the greatest sort of success with the winsome, high-class garments in Assortment **G**. Order quickly to be sure of getting the goods.

CIRCULARS AND ELECTROS FURNISHED WITH EACH ASSORTMENT.

Poughkeepsie Underwear Co.

Makers of Queen Undergarments. POUGHKEEPSIE, NEW YORK.

IMPERIAL CLOAK CO.

Manufacturers of

Ladies' Jackets,

Costumes,

Cloaks, Capes,

Children's

Reefers,

Blouses,

Dress Skirts,

and

Underskirts.

We supply the Wholesale Trade only.

We are now showing Fall Styles in all lines.

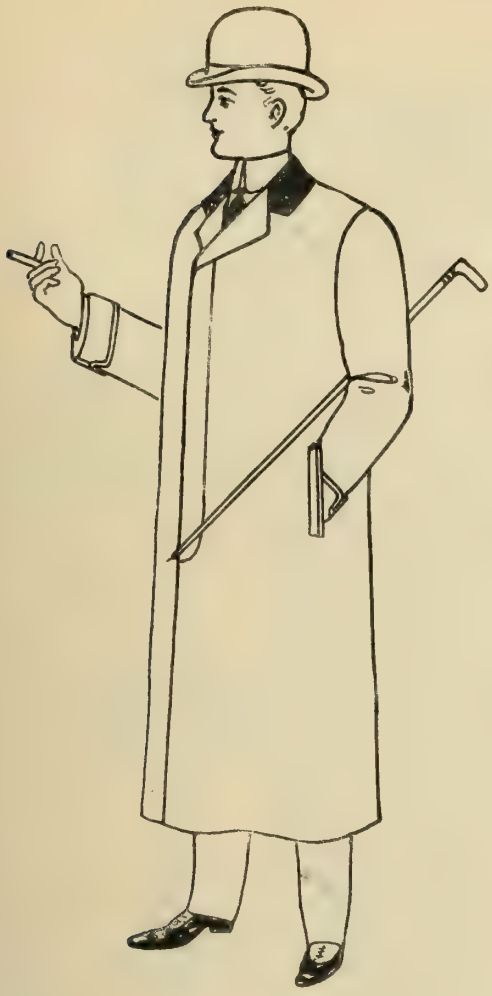
We invite Wholesale Buyers to call and inspect our samples.

Don't buy before seeing our Goods.

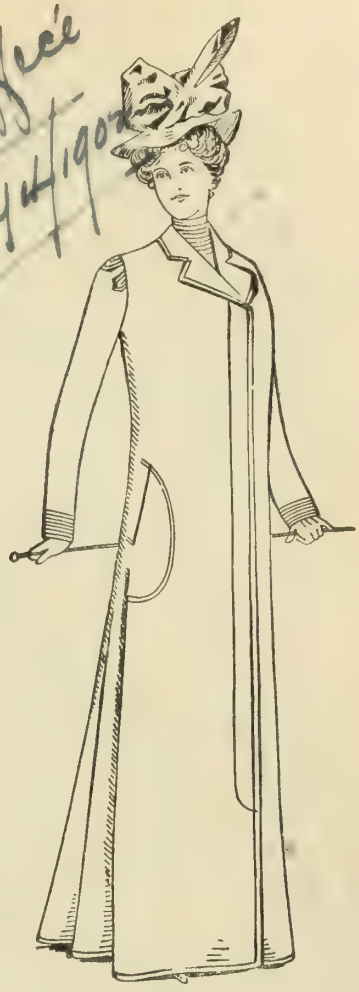
Quotations by mail and samples sent when required.

Office, Factory and Showrooms: 1924 NOTRE DAME ST.
Branch Factory: 43, 45 ST. MAURICE ST.

MONTREAL



FALL 1902



ALL merchants who are after a line of Ladies' and Gentlemen's Rainproof and Waterproof Clothing in which "Perfect Fit," "Fashionableness," "Stylishness," "Best Finish," and "Unequalled Quality" are the predominating features, and the prices of which are reasonable and allow the dealer a margin of profit that is really profitable, should see what we have to offer before making their Fall purchases. We are showing a mammoth assortment in all the most desirable styles and patterns. We can confidently claim that the most critical and conservative buyers will find many numbers in our line that surpass anything shown this season. If you would command the Waterproof and Rainproof Clothing trade in your town, then you will be particularly interested in our line. Our travellers are now covering their respective routes with a full range of samples for Fall trade. It will pay you to inspect their samples.

ESTABLISHED 1889

THE

Montreal Waterproof Clothing Company

1873 Notre Dame St., MONTREAL.



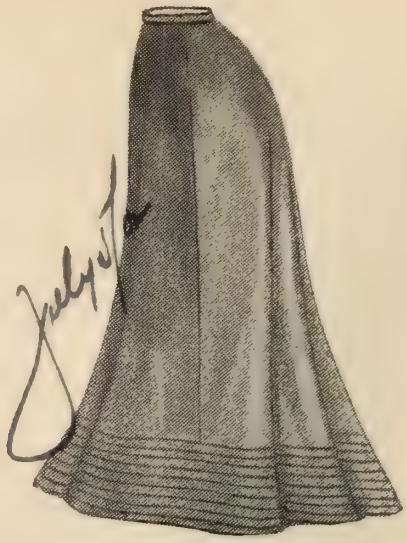
No. 413.

Dress Skirt made out of very handsome Cheviot, trimmed Satin, Silk or Moire straps, with five rolls of tucking, made in black, navy and grey. Price $3.50.



No. 403.

Walking Skirt, made of heavy Frieze, skirt cut in two flounces, flounces lap over as shown in cut. Price $3.25.



No. 401.

Walking Skirt. made out of Frieze, in all staple colors, cut into a flounce, with cording on the bottom as shown in cut. Price $2.25.



No. 303.

Beaver Cape, 29 in. long, unlined, trimmed with straps as shown in cut. Price $3 50; lined, $1.00 extra; without trimmings, $2.75,

Notice to the Trade :

New York Skirt Mfg. Co.

New Firm.

New Goods.

New Ideas.

New and Common Sense Styles



No. 304.

Fur-Lined Cape, 33 in. long, trimmed with Black Thibet Collar and fine cloth, and edge lining is dark mink color. Price $15.00.

We have established ourselves under the above firm name. We are the only house in Canada manufacturing Separate Skirts only and **POSITIVE** Sellers.

OUR PRICES ARE RIGHT.

Our efforts and aim will be to watch closely the European and American fashions, and to give you the benefit of our experience in New York before starting here. Give us a trial order and convince yourself how easily you can handle our goods. They will show you a handsome profit. We have added to our lines a few Capes, Plain and Fur-Lined—price and style talk for themselves. **THEY** are our salesmen.

NEW YORK SKIRT MFG. CO.,

28 Lemoine Street MONTREAL



JUL 16 1902 RETURNED

WRITE TO

J. B. GOODHUE

ROCK ISLAND, QUE.

FOR

Shirts of all kinds,
Braces, Gloves,
Rubber Coats,
Wool Lined Coats,

Pants, Sweaters,
Underwear, and the
"STAR" Brand
Overalls and Jumpers.

The largest and most progressive Smallware House in the Dominion.

Our New Warehouse at 8 Wellington St. West.

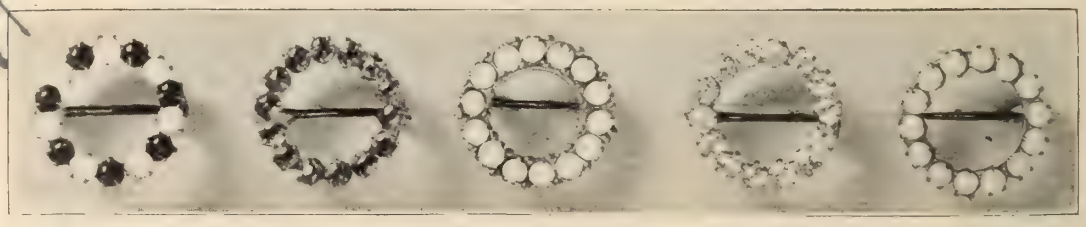


Four Floors and Basement.

⚜ ⚜

Larger than any other two Smallware Houses combined.

"Our well-known No. 5908 Brooch," can be retailed for 10c.



OPAL and AMETHYST | AMETHYST | OPAL | DIAMOND | TURQUOISE

This Brooch can be used for a Neck Ribbon fastening, Hair Clasp, Hat Ornament, and in many other ways where a neat and inexpensive little ornament is required.

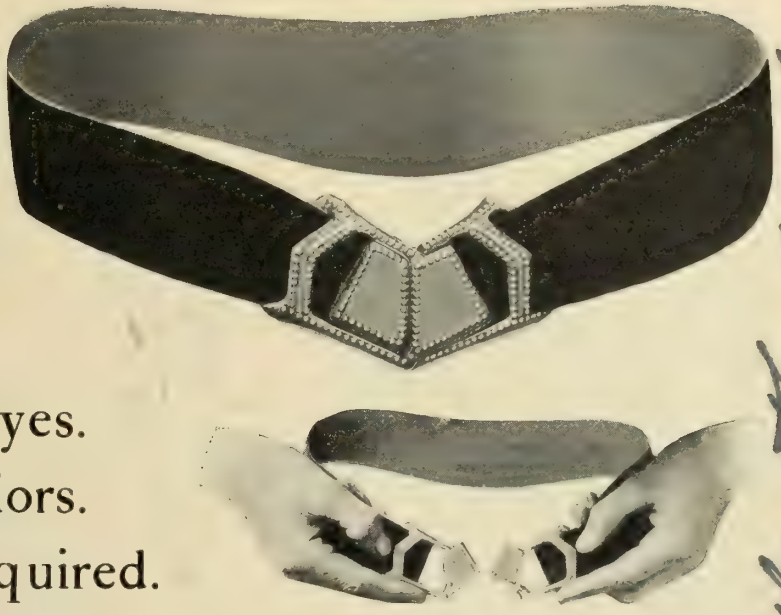
If you have not got them already in stock **LET US SEND YOU SAMPLES.** You will find it the biggest selling little novelty you have ever had.

"Cushion Grip" Hose Supporters.

PHILLIPS & WRINCH, 8 Wellington St. West, **Toronto**

QUEBEC—74 St. Joseph St.
MONTREAL—207 St. James St.

The "QUEEN" BUCKLE
The "QUEEN" BELT



One Piece.
Adjustable.
Self Locking.
No Hooks and Eyes.
Made in all Colors.
No Sewing Required.
Fits Close to the Figure.
The Best Idea in Buckles ever Put Out.
The Tighter you Pull, The Closer it Fits.
Belts made with the "Queen" Buckle are interchangeable.
"Queen" Buckles retail for 25c.; "Queen" Belts from 50c. up.

MADE IN FABRICS AND LEATHER.

A Post Card Will Bring You Samples.

Controlled and Sold Only Through

PHILLIPS & WRINCH

8 WELLINGTON ST. WEST, TORONTO

QUEBEC: 74 ST. JOSEPH ST. MONTREAL: 207 ST. JAMES ST.

GUARANTEED SUPERIORITY



IT is no modest claim we make for **"Capsheaf"** Safety Pins. We have no hesitation in saying they are absolutely the best made. They are STIFF, STRONG, COILLESS. Highly endorsed by trained nurses. The **"Capsheaf"** is the only Safety Pin that cannot catch in fabric. It is strongest in sales, richest in profits and the most widely advertised.

JUDSON PIN CO.,

Manufacturers, **ROCHESTER, N.Y.**

SOLE SELLING AGENTS FOR CANADA:

PHILLIPS & WRINCH,

8 Wellington St. West, **Toronto**

QUEBEC: 74 ST. JOSEPH STREET.
MONTREAL: 207 ST. JAMES STREET.

SEND FOR FREE SAMPLES.



LEADING CLOTHIERS
IN CANADA.

MEN'S, BOYS',
YOUTHS', CHILDREN'S.



McKenna, Thomson & Co.,

423, 425, 427 St. James St.,

MONTREAL.

J. W. PENNOCK

MILLINERY

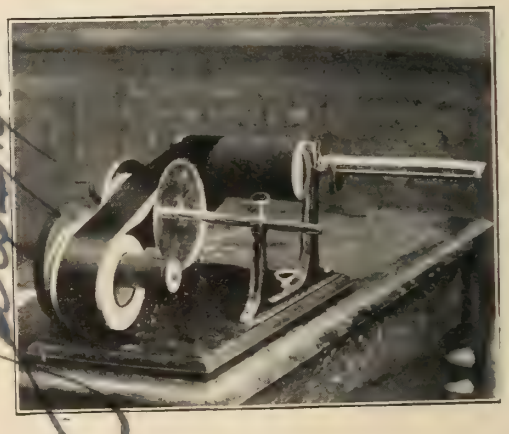
ALL NEW GOODS.

44 Yonge Street, =

We invite you to attend our Fall Millinery Openings when we will show a stock of Fall Millinery that will be **all new.**

J. W. PENNOCK

The New Century Stock Measuring Machine.

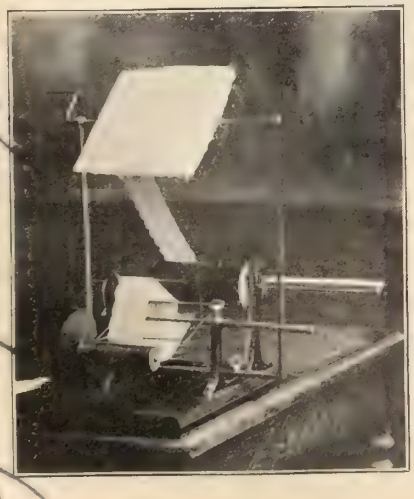


A device of extraordinary merit. Unique in design, and a marvel in its working capacity. A machine of such diminutive size and yet of such wide range of work—undertaking to unroll, measure, block, and re-roll all classes of goods usually found in a dry goods store, viz.: Dress Goods, Staples, Ribbons, Laces, Embroideries. Braids, Cords, Guimps, etc.

The dimensions of this little marvel are only 8 x 10 x 16 inches.

It is accompanied with separate fixtures which adapt it to the various classes of goods.

AN AUXILIARY OF GREAT VALUE.



THE NEW CENTURY STOCK MEASURER will unroll, measure, and re-roll a bolt of Ribbon of 18 yards in 20 seconds and do splendid work — a card of Lace or Embroidery of 40 yards in a minute. Dress Goods and other heavy-rolled goods can be most expeditiously and accurately taken.

EQUAL IN WORKING CAPACITY TO SIX MEN.

The volume of work this little machine will do is equal to that of any half dozen experienced employes — besides eliminating all possibility of error. PRICE COMPLETE, **$15 00.**

THE NEW CENTURY TWINE BOX

A distinct novelty and an ornament—no more waste twine—one of the most up-to-date and useful accessories of the modern store.

A REAL NOVELTY AND AN ABSOLUTE NECESSITY.

Winds up all slack twine after using and permits of no waste whatever.
Accepted wherever shown as an indispensable and valuable fixture.

FILLS A LONG FELT WANT—YOU NEED IT.

Beautifully finished in burnished nickle, and indestructible.

PRICE EACH—HALF A DOLLAR.

ILLUSTRATED CIRCULARS MAILED UPON APPLICATION.

THE NEW CENTURY MANFG. CO., BRANTFORD, Ont.

& COMPANY

IMPORTERS

ALL NEW GOODS.

= = TORONTO.

It will contain all the latest novelties from Paris, London and New York, and all at the popular prices that helped to make our Spring Opening a success.

& COMPANY.

See next page.



Ready to Wear vs. Made to Measure.

Perhaps at no time has the manufacture of ready-to-wear Cloaks, Costumes, Skirts, Capes, etc., obtained such perfection as at present, and, recognizing this fact, the Public are demanding more and more of this class of goods rather than pay high prices for the made-to-measure article.

Our Fall lines include some of the **most fashionable, best-fitting and best-selling garments** on the market.

We are now in our new premises, where our Cloak-making and Cloak-selling facilities are unsurpassed by any Manufacturer in the Trade.

We shall be pleased to hear from you at any time through our travellers or direct.

THE MERCHANTS MANTLE MFG. CO. LIMITED.

36 Wellington Street East, TORONTO.

J. W. PENNOCK

MILLINERY

ALL NEW GOODS.

44 Yonge Street, =

At our Fall opening we will show a superior assortment of Pattern Hats and Bonnets from the best artists of Paris, London and New York.

Masterpieces of the world's best milliners.

See preceding page.

J. W. PENNOCK

The Goderich Knitting Co., Limited

MANUFACTURERS OF



"Maple Leaf" Brand.

"MAPLE LEAF" BRAND

Plain and Ribbed, Woollen and Worsted Hosiery, and Fine Mitts

— ALSO —

"ALASKA" BRAND

Lumbermen's Socks and Mitts.



ALASKA BRAND

CORRESPONDENCE SOLICITED.

The Goderich Knitting Co., Limited, Goderich, Ont.

& COMPANY

IMPORTERS

ALL NEW GOODS.

= = TORONTO.

And we will also have a large number of Pattern Hats and Bonnets from our own workroom—Hats that show the smart touch of the best milliners. These goods will be priced for the popular trade.

Come and see them.

& COMPANY.

R. B. Hutchison & Co.

JOBBERS IN WOOLENS

JESSOP BUILDING, 80 Bay Street, TORONTO.

ARE CONSTANTLY RECEIVING NEW AND DESIRABLE LINES IN

FANCY WORSTEDS
SUITINGS and TROUSERINGS
WOOL TWEEDS
Black and Blue WORSTEDS and SERGES

Imported and Canadian Goods.

ALL AT JOB PRICES.

"SHORT DATING AND SMALL PROFITS"

SPLENDID LIGHT IN THEIR NEW WAREROOM

The National Anthem is known in every City, Town and Village in Canada.

THE

NATIONAL RUBBER CO'S

Waterproof Clothing

FOR MEN, WOMEN AND CHILDREN comes a close second.

445 St. Paul Street, MONTREAL

WRITE US FOR SAMPLES AND PRICES.

The Dominion Oil Cloth Co., Limited

Fall Lines, 1902

Our new samples for Fall Season, 1902, which are now being shown, will interest every buyer of Oil Cloth. In beauty and variety of design, and quality, they are unsurpassed.

OUR PRODUCTION COMPRISES

Floor Oil Cloth—3 qualities—all widths up to $^{10}/_{4}$.

Table Oil Cloth—made in $^{5}/_{4}$ and $^{6}/_{4}$ wide.

Enamelled and Carriage Oil Cloth.

Stair { **Enamelled Duck and Cotton Back.**
Canvas and Painted Back.

Mats in all sizes.

Decorative Burlaps—Double sized, oil coated.

See our samples before placing your orders elsewhere, and remember that our goods are all

Made in Canada.

Office and Works, **MONTREAL**

THE CANADIAN DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, JULY, 1902. No. 7.

The "Sunday Parade" in Hyde Park, London.

What so Many Canadian Buyers Go to See.

Written for THE REVIEW by one who has been there.

THERE is scarcely a Canadian buyer of dry goods who has not paid at least one visit to the fashionable parade of well-dressed people in Hyde Park, London, Eng., during a buying trip across the ocean. Not only do the curious go there, but also the business man, who knows that he will find there, on certain occasions and at certain hours, many of the best-dressed men and women of the West End. One of these occasions, often utilized by buyers to combine fresh air with business interests, is on a Sunday after morning church and before the luncheon hour; that is, generally, from one to two o'clock. This is what is known as the "Sunday Parade."

Let us suppose that a Canadian who is in London for business, and who has been to church on a Sunday morning, desires to see what the fashionable folk are wearing and how they look in their new clothes. If he wends his way towards the West End at a comparatively early hour on Sunday, that is between 10 o'clock and noon, and approaches Hyde Park by Oxford street, he will meet many different classes and types of people, each going to spend Sunday in their own way. Here will be seen a family party in one carriage driving out into the country for the day. There will be seen a smaller party of young men in a smart drag going some distance out of town, perhaps, taking up a party of ladies for a quiet picnic, or, perhaps, intending to spend a bachelor's day at some well-known suburban resort.

Whichever way you take, there are cyclists everywhere—women and men, alone, in pairs, and by the dozen. To loiter for a while at Oxford street corner, you see how the tops of outward-bound 'buses are bubbling and frothing over with gossamer white hats and dresses, and laces and ribbons; and occasionally, embowered among all this finery, you may pick out the mother of a family nursing the youngest, the father nursing the dinner-basket, and overheating himself with saving less manageable members of the family from tumbling off into the road.

Panting and snorting and bumping, there goes a motor-car; four knickerbockered men inside of it, and the back of it bristling with golf-clubs. Here comes a dogcart with a smart-looking party out for the day; followed presently by a glossy, high-stepping steed drawing a natty trap, wherein is a large man, keenly conscious of his own dashing aspect, of the elegance and loveliness of the lady who sits by him as brilliantly arrayed as a very butterfly, and of the tremendous effectiveness of the white-breeched, top-booted footboy perched with folded arms at the back. Comfortable people are out sunning themselves in landaus; expected guests are spinning off in cabs to pleasant little luncheons in Suburbia; and all the time there are more cyclists, by ones, by twos, by threes; and yonder, spreading and thinning out and winding among the traffic like a flight of birds, comes a party of nearly a score, a flutter



Watching the Parade.

of feminine drapery here and there lending a touch of grace and gallantry to it, to say nothing of color.

These and others will give the close observer an idea of how different kinds of people dress. But if it is desired to see the really fashionable people in their own haunts on parade, the visitor, on entering the Park after church by the Marble Arch, will wend his way down towards Piccadilly. Under the trees here all the beauty and fashion of the West End hold high carnival in the hour betwixt coming from church and going to luncheon; but the whole vast multitude is toned to such well-mannered harmony that there is no crush anywhere, no unseemly excitement, no haste—only a stately pacing this way and that, murmuring of sedate voices, and rippling of politely modulated laughter. On the garden seats down the centre of the broad path and at the side, and on the green chairs closely scattered between the seats and more closely across the grass behind them, one half of the crowd rests and looks on at the other half which is in motion. Members of Parliament, retired military officers, financial princes, men of title and rank, pompous, indifferent, affable, dignified; gay old gentlewomen quizzing the throng through their glasses, severe old gentlewomen disregarding it all with petrified stares; blushful maidens, callow, swaggering youths, matured imperturable maidens and bored men of experience, matrons and dames, and fussy or stolid old heads of old families, all talking and flirting and bowing and smiling and strolling and meeting and turning, and meeting and passing again, or pausing to shake hands and chat for a minute of last night's ball, or to-morrow's play, or this evening's little dinner.

During the time that the parade lasts a steady stream of people keep walking up and down, and if the weather is fair (and there is not much use in going on a rainy day), the show will be a very fine one. Those who walk are remarkable for the disregard exhibited for the handsomest costumes in the way of taking care of them. Many of the most costly dresses are, perhaps, only worn on this occasion, and if the fashion favors long-trailing skirts, the wearers do not always take the trouble to hold them up. No matter how well dressed the visitor may be, the comparison between his ordinary attire and that of the gaily-dressed throng impresses him with a feeling of being badly dressed. The loveliest costumes are in evidence, and some of the more curious of the fair sex will stare deliberately at the gowns of others who pass them by.

The value of the parade to a visitor with commercial instinct is that, as far as ladies' wear is concerned, he would see not only the materials of which the latest costumes are made, but also the way they are made; the trimmings used upon them, as well as the kind of parasols, gloves, and boots, which are in vogue for the time being. The accompanying illustration will give readers, who have not actually seen the famous Sunday Parade in Hyde Park, but a limited idea of its extent and gorgeousness. Although it extends but a short distance in this portion of the Park, and seldom lasts more than an hour or so, a great deal is compressed in this time and space.



A View in Hyde Park on Sunday after Church.

It is a sight not easily forgotten, and more than one Canadian buyer could, if he were so minded, tell of pointers which he got by closely observing the people. One buyer has related how he "caught on" to a new design, which struck him in one of the gowns as likely to suit the Canadian taste. He risked making a large purchase in the finer grades, but especially in the cheaper weaves, and when the goods were seen in Canada they proved so successful that from this one idea alone he reaped almost a season's profit. Of course, there are times in the year when the Sunday parade would not be so impressive or so useful. It is at the height of the season when Parliament is sitting and the aristocracy are at their town residences that the most interesting parades can be viewed. It is altogether a unique and interesting spectacle from the trade as well as the social standpoint.

Trade Opportunities in New Ontario.

IT seems marvelous that Canadians should have known so little a few years ago of the value of the resources of their own country. It is true that the great development to the south of the line has brought about such a consumption of raw material that in relation to many substances the supply has grown short. Of pulp wood, for instance, and of all kinds of timber, of chrome iron and asbestos, this is eminently true. The creation of a new market for many of these substances has been the cause of many openings presenting themselves in the new districts of Canada, notably in New Ontario, the development of whose water-powers, and timber and mineral wealth, has already built up many small towns as well as such places of importance as Sault Ste. Marie and Sudbury.

One is struck by the great difference in prices that obtains between this New Ontario and Old Ontario. Take such a necessary article as bricks. They are difficult to get anywhere from Algoma Mills to Sault Ste. Marie for less than $19 per 1,000, and yet there is plenty of clay, cheap fuel, sand and labor, although the latter costs a little more than in the east, but the difference in price of labor is nothing compared to the difference in price of bricks between that section and further east. The same can be said of poultry, vegetables, butter and many other articles, of which there is a large importation into the country. Lumber, too, in spite of the large local supply, is high in price.

There is a good opening for a sawmill on the Mississaga River at Dean Lake or Dayton Station, and another for a hardwood mill north of Desbarats.

Sault Ste. Marie, Bruce Mills, Victoria Mines and Sudbury are great markets for garden stuff of all kinds. The neighborhood of these mines is not fitted for gardening, owing to the fact that fumes from the blast furnaces and roasting heaps destroy all vegetation. One would have to go more than five miles away to be rid of the influence of the gases. Points 30 miles away from these centres are just as advantageously situated as those nearer, as the railway rates for milk and all products of the garden are less than it costs to drive five miles in a clay country with occasional very bad roads.

Both the Canadian Pacific Railway and the Algoma Central Railway have officials who attend to the developing of the country and are ready to give information about these openings. Our own knowledge leads us to class as among the best places offering good openings, North Bay, Sturgeon Falls, the country both north and south of Warren Station, particularly the French River valley, Massey, Webbwood, the country north of Dean Lake and Dayton, and Desbarats, and the country north of Echo Bay and Garden River. It would be well for the intending pioneer to correspond with the railway officials above mentioned before starting, so as to get some detailed information as to their particular requirements. Their addresses are : "The Colonization Agent, Canadian Pacific Railway, Montreal," and "The Land and Labor Agent, Algoma Central Railway, Sault Ste. Marie, Ont."

There is an opening for a store and hotel combined at Dayton Station, a tinsmith would find an opening at Desbarats, and a saddler would also do well at the latter place.

It seems almost needless to say that the fisherman and hunter can find a territory after their own hearts' desire in this region.

The climate of the north shore of Lake Huron is almost identically the same as that of Peterboro' or Montreal, but drier than Montreal, owing to a higher elevation.

"PINTO" SHELL CORDOVAN.

The Hudson Bay Knitting Co. have added to their extensive lines a new kind of leather, which, for gloves and mitts, will likely be a winner. It is a scorch and waterproof cordovan, made from the hide of the Western broncho. Its toughness and durability make it almost wear proof as well. By actual experiment the leather was boiled for over two hours and then thrown on top of the stove to dry out. The only perceptible change in the



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stock was the loss of color, which is scarcely to be wondered at. The leather was just as pliable and apparently as tough as when cut from the piece.

In color it is a handsome pale grey, and looks very attractive on the counter.

Sales of it are running up rapidly, and although the samples have only been out a month sales are now well up to a thousand dozens.

The H. B. K. Co. have secured sole control of the stock for Canada.

A PAINTER'S DUCK.

No more genial and fitting representative of Canadian manufacturers could have possibly been found to show Canada's capabilities that Mr. Robt. Munro, President of The Canadian Manufacturers' Association. Yet, even this well-known manufacturer of paint once let the bucket slip —not in the blue-book fashion either. While discoursing on "this fair Canada of ours," a rather dark and wealthy West-Indian merchant addressed the president :

"Shuah enuff ! sah. Your Canady is a mighty fine country ! But I'se terrible interested in ducks and denims ! What are the chances for to trade ? Is there any export business ? "

"To be sure," replied our representative. "Ducks and hams. Prof. Robertson, of the Dominion Agricultural Department, is just the man for you. I'll get you his address in a short time. I believe he is in Glasgow just at present. As to ex-sport business. No, my friend ; it is not a thing of the past. Ducks galore ! Shooting to burn ! Rondeau, Mitchell's Bay, swarm with them. You know the great corn belt is just the making of pigs and fowls. Yes, Prof. Robertson's the man," and, with an attempt at a joke, "he's no quack, either."

THE BARGAIN COUNTER AND ITS CHANCES.

Women Who Buy for Others.



A Canadian who has visited the large retail stores in New York cannot fail to note the eagerness with which the "bargain counter" is pursued by women buyers. The same is true of Canadian bargain counters in our large cities, but not to the same extent. In New York, as in London, there are women who make a living by picking up bargains for their wealthy friends.

To illustrate this, the case of three sisters may be mentioned. They were left penniless and wanted to make a living without losing their social position. The youngest, whose ideas are so original as to have earned for her the name of "specialist," suggested a new idea. All the girls were devotedly fond of shopping, and, moreover, keen bargain hunters, and the "specialist" evolved a plan by which they might make their favorite pastime profitable. They would buy for others who, for various reasons, could not buy for themselves. All around New York, and even in New York itself, are many women so provincial that the noise and bustle of a "bargain-counter" fray completely unnerves them. They collapse under the strain, meekly allow themselves to be hustled about, and end by going home laden with impossible "bargains," which are promptly consigned to the rag bag. To such women, the shopping sisters offered their services. They knew many of these fragile ones personally, and others were recommended.

In a short time a fair-sized clientele was worked up and operations began. Each sister has a department. One devotes herself entirely to hoisery and handkerchiefs, collars, neckwear and the hundred pretty little trifles that women love to buy. Another buys only dresses and wraps.

While the typical bargain hunter is fretting and fuming, and madly buying all sorts of things, merely because they are cheaper than usual, and may come in handy some time, they proceed calmly and systematically, tossing over huge piles of goods until they find exactly what they want. Otherwise they go serenely away to await the next great "mark-down" sale.

The "specialist" does not buy. She acts as advisory counsel only. She is called upon to give opinions as to whether a certain gown, jacket, hat or scarf, will "pan out" well. In ordinary cases the sisters feel competent to pronounce upon the case. But when it is a matter of "extreme" in cut or shape, or color, when the garment is apparently "past hope, past help, past cure," then the "specialist's" opinion is invoked. Her decisions are never questioned by her sisters. Experience has taught them, that her far-reaching eye can foresee "possibilities," if any exist, and if she says "No," the article in question has passed the bounds of human power to render it wearable.

The mother is a useful member of the "bargain broking firm. She belongs to the old school. In her youth, girls were taught all sorts of dainty needlework, and her daughters declare that her darning is as handsome as any modern embroidery. She has also studied up on different kinds of dyeing and cleansing processes, and the girls call her the "first aid to injured clothing."

When, therefore, there is a special sale of white goods anywhere it doesn't daunt these shoppers to find the garments torn, the lace badly damaged, and maybe missing in places.

"Mother" gets out her finest needles, and bright little shears—as sharp and keen as a surgeon's knife. She ravels out the threads of the fabric, and deftly weaves it in place. When she has finished, it would take a penetrating pair of eyes to locate the mended spot. The lace is joined and made equal to new by one of the many "lace stitches" she has at her finger's ends, and then some customer who has been waiting for a handsome robe de nuit or a dressing jacket, gets a dainty beauty, as good as new for the price of an inferior article, and saves double the amount in wear and tear of nerves.

Hats enter the clearing house with damaged feathers and torn edges, and come out chic Paris creations, after mother and the "specialist" have had a heart to heart session. Of course, they are all good judges of goods and never buy anything that is not of first quality, however badly damaged it may be.

Their names are on the books of several exclusive "shops" and they are promptly notified whenever a bargain in their line is offered. For accidents will happen, even in the swellest establishments. An operator has neglected to wipe an infinitesimal drop of oil from her machine, and the delicate fabric is stained in a place where concealment is impossible. A "presser" holds the iron an instant too long on a seam; there is a smell, a scorch and a hopelessly ruined garment, but a windfall to the customers—who otherwise could not hope to wear gowns with Fifth Avenue labels. When the spots will not yield to mother's magic lotions, they are hidden by trimming, pert little unexpected bows and roses, that give a decidedly French air, and make distinguished what was commonplace. In one bad case of burns, the "specialist" prescribed long strips of bias velvet, and added a sash, where too many strips would have been a "giveaway."

Once she nearly met her Waterloo, when she was confronted with a handsome violet broadcloth badly moth-eaten. She remained in the seclusion of her room two days, and when she emerged she brought with her an elegant "reception gown." The moth's work had given her a "tip." She had cut away the ragged edges, and filled the gaps with black Escurial medallions. Mother's skillful fingers had fastened them in place with a little brier work, and it was the most admired gown at a wedding a week later, the delighted buyer wrote them, and "The Suburban Gazette devoted a half column to it," she added.

Their customers all have implicit faith in the good taste and judgment of the purveyors, and so far not an article has been returned as unsatisfactory, or left upon their hands. In fact, when once, by reason of a sudden death, an old patron was unable to use a colored gown, the sisters were fairly besieged with demands for "Mrs.———s blue foulard," and it required considerable diplomacy to avoid giving offence when the dress finally was awarded.

Their latest venture is a branching out into furs as a side line, since the "specialist" discovered that there are places where one can buy scraps of all kinds of pelts by the pound. She beguiled a furrier into showing her how to sew skins, and her jaunty muffs and boas are spoken for long before they are finished

---

The unsuccessful man, remarks Printers' Ink, waits for something to turn. That's Micawberizing. The successful man gets out and hustles and turns up things upon his own account.

LISTER & CO., Limited

Manningham Mills, BRADFORD.

Silk Velvets IMPROVED Finish. Black and Colors. For Millinery and Dress Purposes.

Panne and Mirror Velvets,
Coronation Velvets,
Silk Dress Plush.

As the demand for Silk Velvets is expected to be large,

EARLY ORDERS ARE URGENT.

Brice, Palmer & Co.

Telegrams "Eminent" London

London, Eng.



BRICE, PALMER & CO.,
LONDON, ENGLAND.
Warehouse: 14 Cannon St., E.C.
Factory: 90-92-94-96 City Road, E.C.

Manufacturers of

THE **"EMINENT" RAINCOATS**

Ladies', Misses' and Children's

CLOAKS and SUITS

Canadian Representatives—

THE BRITISH IMPORT CO.
OF TORONTO

1 WEST WELLINGTON ST., TORONTO

T. E. CUFFE H. G. POOLER C. O. DOUGLAS W. H. VAUGHAN

GRAINGER & SMITH,

OF

DUDLEY,

Limited,

Worcestershire, ENGLAND.

Supply Woollen Drapers and Tailors with every description of

English Woollen Cloths and Tailors' Trimmings

All the BEST MAKES in Black and Blue Worsteds and Beaver Cloths — A Special Feature of Their Business.

Many Canadian houses are now regularly trading with them and find their goods saleable and excellent value. G. & S. have no travellers in the Dominion, but Messrs. W. H. Payne & Co., of 86 Bay St., Toronto, are their agents for Ontario.

GRAINGER & SMITH

ALSO MANUFACTURE AND EXPORT ALL DESCRIPTIONS OF

Men's, Boys', Youths' and Juvenile Clothing

for the making of which they have special facilities. They can supply garments made to special measures, giving good fit and style. For this trade, pattern cards, measuring forms, etc., are supplied gratuitously to bona-fide traders.

Canadian buyers visiting England should call either at the

Principal Warehouse and Factory, DUDLEY,

or at their Branch Warehouses :

Cross Lane, BIRMINGHAM ; Mount St., NOTTINGHAM ; Trinity St., HAWLEY ; Guildhall St., PRESTON ; Victoria St., BELFAST ; Parliament St., DUBLIN ; or 64 Aldermanbury St., LONDON.

Fall 1902-1903 Spring

Exclusive Designs. ***Select Patterns.***

To Wholesale Buyers of Lace Curtains, Nets, etc., *we extend a cordial invitation to visit our works and inspect our goods. You will find our patterns and styles correct and well selected and prices right. Our representative will take pleasure in meeting you, by appointment, at Nottingham, and accompanying you to Beeston.*

It will pay you to call on us before buying elsewhere.

The Anglo-Scotian Mills

Canadian Representative:
J. A. WELLS,
207 McKinnon Bldg., TORONTO.

Beeston, near Nottingham, England.

Newey Bros.

Manufacturers of



MANTLE, MILITARY, DRESS AND SPRING HOOKS AND EYES AND METAL BUTTONS

105-9 Brearley Street, - - BIRMINGHAM, ENG.

(WHOLESALE ONLY)

BELFAST DRAPERS AND CHEAP SALES.



THAT there is a demand for drapers' cheap sales few will deny. The public dearly love a bargain in nearly any kind of merchandise, but particularly in dry goods.

Belfast drapers are well forward in catering for the wants of their clients, and in the matter of "bargains" leave no stone unturned to give patrons surprising value. Stock-taking sales occur twice yearly, January 1 and July 1, in most large retail establishments, the object being to realize all odd lots of old or soiled goods that would not be profitable to keep in hand. With most retailers, however, these items would not be sufficient to make a good show, and hence the necessity of providing something "special" to assist in making up sizeable lots.

Retailers know that manufacturers often have odd or job lines of goods on their hands, and to secure such they are always on the watch. A manufacturer usually, to a regular customer on other goods, will sell these job lines considerably below cost. The retailer, in turn, sells on a closer margin than he usually does in ordinary trade. The result is that many really cheap lines are placed before the purchaser, who gets the benefit of a double reduction. Let us take a case which will serve to make this more clear.

In the course of a recent conversation with a friend in the cuff and collar trade I inquired how damages, misfits, etc., were handled. These, it appears, are kept aside in a receptacle as they accumulate from time to time, and then periodically disposed of to his clients for their cheap sales.

It must also be borne in mind that many such job lots are as good as perfect. Perhaps a quantity of collars may get backed with the wrong material, have a trifle too large button holes, and so on. One can understand that in nearly all manufacturing businesses such things do occur.

In purchasing these manufacturers' lots the question of discount is a very important item as well as the price. At least such is the case with Irish drapers. Rebate to the extent of 12½ to 33½ per cent. is usually insisted on when the question of price has been discussed and settled. Lately manufacturers are trying to sell at "net prices." One customer bought this year about £2,000 worth of linens on this principle.

Of course, there are also occasional opportunities where a draper may, and does, secure very cheap lines from merchants who are pressed for money. Recently I knew a manufacturer to sell a cloth, value 9½d. (or 18½c.) per yard for 7d. (14c.), the stipulation being that purchaser make prompt cash payment.

Sometimes merchants persist in holding stock that has for some reasons or other being left out of their regular trade, and no class of stocks can be had cheaper when the owner decides to clear out. One large firm of retailers in Belfast this year bought a lot (some hundreds of pairs) of hemstitched sheets at the extraordinary discount of 35 per cent. off manufacturers' cost. This is a fact of personal knowledge.

Goods for cheap sales are also had from dissolutions of concerns, bankruptcies, etc. Bankrupt stocks are favorite lines with Messrs. Jno. Robb & Co., Limited, and Messrs. Mackenzie & McMullen. Just now the first-named is advertising extensively a sale of bankrupt stock bought at "64 1-3 per cent. below cost." The public, of course, do not know, as a rule, what that "below cost" really means.

Of late years there has been an increasing importance attached to the question of dating. That is when payment for a purchase is to be made. Purchases for cheap sales are usually specially dated, giving a longer time in which to pay. This is very favorable for a retailer, who can thus get time to push sale of his stock and get sufficient cash on hand to meet the larger payments req... One firm who buy cheap lines for half-yearly sales get two and a half or three months longer than the ordinary trade credit.

Special attractions must, of course, be a feature in successful cheap sales and Belfast retailers are very thoughtful with free lunches, music, bands performing at intervals, and some have even gone so far as to talk of giving country patrons free railway tickets. Of course, there are special efforts made in window shows, the best display possible being done with a "drawing" bargain of some description. During sales, advertisement is extensively employed, newspapers, delivery vans, windows and posted circulars being the usual mediums for informing all and sundry that now is the time; a chance of a lifetime, etc.

Belfast drapers have no "cheap-sale days" throughout the year. By this I mean they have no Friday sales or Tuesday sales, etc., as is common in London and elsewhere.

Christmas sales may be mentioned here, though they are not cheap, or, more correctly, "specially cheap."

There is the extensive show of silk initial handkerchiefs, furs, toys; in fact, as one firm advertise, "Everything you can possibly want for a Christmas present, and to suit all purses."

Messrs. Anderson & McAuley, Limited, had an unique Christmas display, entitled "Dolls at Home." Inside a large window was dressed like a drawing or dining-room with dolls sitting round a fully equipped tea table. There was a miniature piano at one corner, at another, a cradle, and so on. Some of the various capabilities of "Dolly" were described by a card, "Take me, I can kneel," or "I can kick," etc. The display was an attraction to vast crowds.

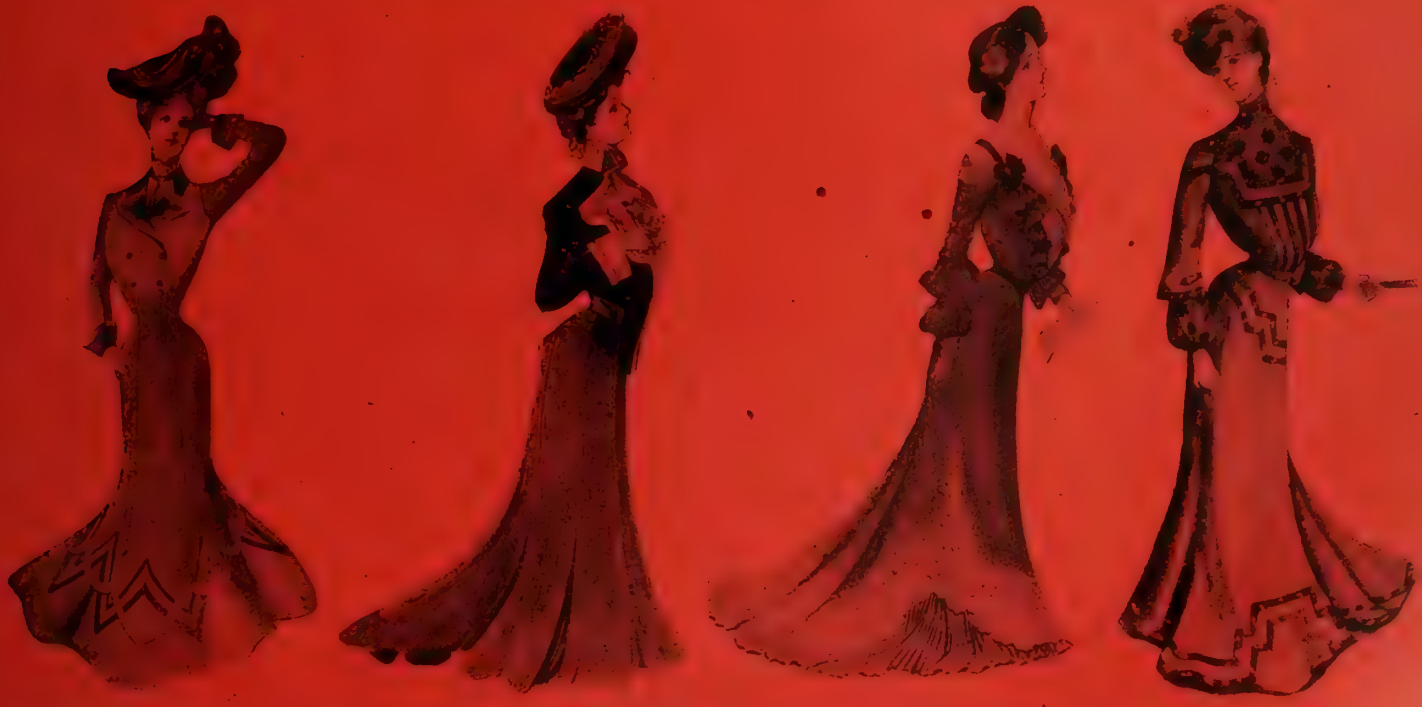
Another display of Christmas novelties well worthy the attention it received was that of the "Bank Buildings." All their front and side windows were filled with Liberty's art specialties, fire screens, flower vases, dolls, mechanical toys, Christmas cards, etc. The selection was vast and covered every likely want for the season's presents.

During the month up to New Year most large drapers keep their windows lighted up after the premises have been closed for the day. This, of course, is very effective, especially as the neighboring places of business close and leave comparative darkness around.

A. L.



ONTARIO. QUEBEC. NOVA SCOTIA. NEW BRUNSWICK.



PRINCE EDWARD ISLAND. NORTHWEST TERRITORIES. MANITOBA. BRITISH COLUMBIA.

Eight representative Canadian ladies, costumed by the leading dry goods house in their respective towns, the fabrics having been purchased from

Brophy, Cains & Co., - Montreal.

Our Dress Goods

should be upon the counter of

Every Retail Dry Goods house in the Dominion.

Our range for **Fall 1902 is larger** by almost half than what we have shown any previous season.

We are showing the largest range of Plain and Semi-Plain Black Goods carried by any house in Canada.

The very best goods that are made both by Domestic and Foreign manufacturers.

Black Grenadines, the most refined and beautiful of all dress Fabrics, and the most Staple too---for Grenadines own all seasons.

Voiles, Fine Silk Warp Tringalines, Crepe et Soie and Mousseline de Soie.

Imported Suitings

Serges, Coatings, Cheviots, Harris and Faced Goods.
Fine Faced Mixture and Self-Coloured Zibelines, Fancy Zibelines.
Mixed and Self-Coloured Coverts.
Mixed and Self-Coloured Venetians.
The finest makes of Box and Broad Cloth Suitings that are shown by any house in Canada.

Domestic-Made Homespuns.
Skirtings and Costume Friezes.
Chalk Line, Basket Weave Venetians and Fine Broadcloth Suitings.
These goods reflect great credit upon our Canadian manufacturers.

BROPHY, CAINS & CO.,

MONTREAL.

New Departments for FALL 1902.

BOYS' NAVY SERGE and TWEED

SUITS

All sizes, to retail from $2.00 up.

MISSES', MAIDS' AND LADIES'

RAIN PROOF COATS

in ¾ and full length, for High-Class Trade.

LADIES' UNDERSKIRTS

A few leading numbers that are trade-winners.

Ladies' Knockabout
and
Walking Skirts

Our Own Manufacture.

BROPHY, CAINS & CO., Montreal

THERE IS ALWAYS A DEMAND FOR

Imported Staples

We have in stock:

Fast Color, Double Warp, English Oxford and Harvard Shirtings.
Fast Color, Fancy and Indigo-Striped English Galateas.
Fast Color, 36 and 40-in. Checked and Bordered English Ginghams.
Fast Color, 40-in. Fancy Bordered and Nuns Striped English Indigo Ginghams.
Fancy Checked and Bordered Apron Dowlas.
Fancy Printed Velour Blousing Flannelettes.
Three Ranges of Reversible Printed English Flannelettes.
Complete Range of Pink List White Angola Saxony Flannel.
Complete Range of Cream Ceylon Unshrinkable Flannel.
Complete Range of Fine Scarlet Saxony Flannel.
Standard Makes in Black and Colored Mercerized Satanas.
30 and 44-in. Black Richesse Taffeta—the **LUSTRE**, the **FEEL** and **DOUBLE** the **WEAR** of REAL SILK.
30 and 40-in. Black Patent Silk Finish Satanas—our standard lines under old Nos. and at old prices.
40-in. Black Windsor Taffetas.
Printed Black Back and 40-in. Printed Fancy Linings.

LINEN DEPARTMENT

Encouraged by the development in this department the past year, we have increased many of our ranges in Staple Lines and have also added quite a variety of NEW FANCY NOVELTIES to it that should command the attention of every business man desiring to increase his Linen Department.

BROPHY, CAINS & CO., Montreal



"EXCELDA"—A NEW FABRIC FOR HANDKERCHIEFS.

Points about the "Excelda" Handk'fs.

AFTER WASHING LOOKS LIKE NEW

MORE SERVICEABLE THAN SILK

ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

MADE IN A VARIETY OF STYLES, PLAIN AND PRINTED.

EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA"

CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.

The "DORCAS" Thimble



Made in three parts
The inner & outer STERLING SILVER
And the intermediate STEEL
HORNER'S PATENT
THE MOST POPULAR THIMBLE OF THE DAY
May be had from
H. PEARCE, 1667 Notre Dame St., MONTREAL.
DO YOU STOCK THEM?

Sole Manufacturer, CHAS. HORNER, 29 Vyse St., BIRMINGHAM, ENG.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.
Artistic Designs Furnished.
WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

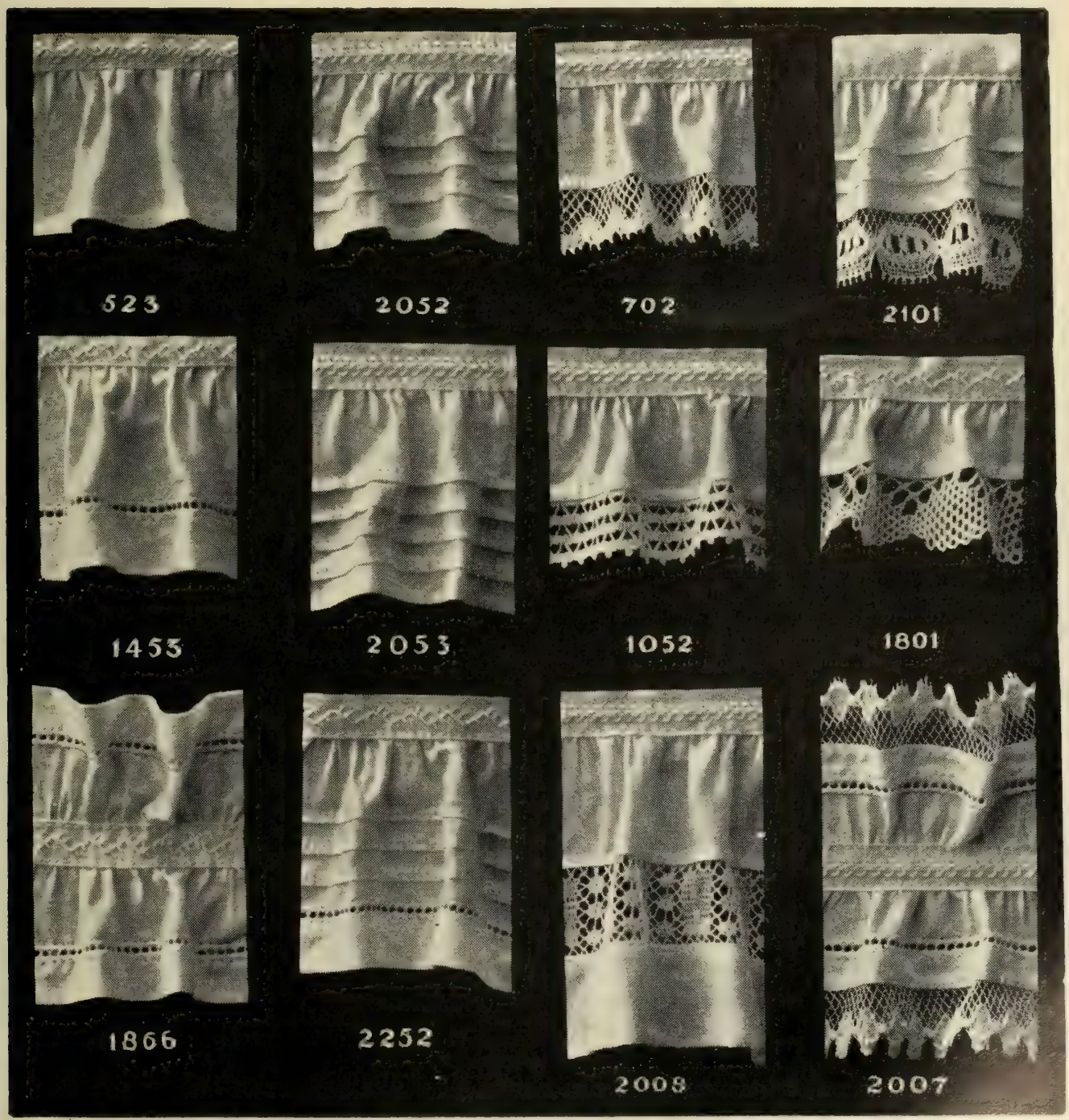
Factories: Crefeld, Germany, and Pompton Lakes, N.J.
274 & 276 CHURCH ST., NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETYOF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

Hats on Famous Heads

THE QUESTION OF SIZE.



WHEN Mr. Gladstone died a London paper stated that his head was of exceptional size, and gave an incident which Mr. Gladstone told at Lord Ripon's residence about a man who could not get a hat large enough till at last the hatter called, in desperation, for an Aberdeen hat. The point of this was that Scotchmen have larger heads than Irishmen or Englishmen. Mr. Gladstone's number in hats was $7\frac{5}{8}$.

A No. 7 hat is the average English size. Sir Walter Scott's and Lord Beaconfield's hats were of this size. The hats of John Bright, Robert Burns and Charles Dickens were $7\frac{1}{8}$, Lord John Russell's, $7\frac{1}{4}$—all smaller than Mr. Gladstone's. But the Gladstone hat was exceeded in size by that of Dr. Chalmers, $7\frac{3}{4}$. Daniel O'Connell, whom Gladstone styled the greatest Irishman who ever lived, wore a hat of the size of 8. The late Dr. Thomas, Archbishop of York, wore a large 8, and Joseph Hume's was emphatically abnormal, $8\frac{1}{4}$. At a meeting of the convention at London University, 126 hats were measured, and it was found that between 40 and 41 per cent. were above the English average, between 25 and 30 per cent. were just the average size and 34 per cent. were under the average.

When Bismarck died, Herr Friedrich H. Kranz, the present head of the old Frankfort firm of hat makers, Martini & Co., communicated some trade statistics to The Hamburger Nachrichten, for the benefit of future biographers and physiologists. Fifty years ago, according to the first record of the Martini "Kopfmass machine," Bismarck's head had a width of $59\frac{1}{2}$ centimetres. It is obvious that this statement means not a width, but a circumference, for the 62 centimetres are equal to 24 and 41 hundredths inches, which would give him a size of about No. 8. Concerning his head's swelling, this would mean a thickening of the scalp of 2-5 of an inch all round.

The manager of a big New York store told a curious inquirer, as to the relative proportions of sizes asked for in a large order, that in four lots of 24 dozen each, a total of 1,152 hats, there were the following sizes:—$6\frac{1}{2}$, 3; $6\frac{5}{8}$, 36; $6\frac{3}{4}$, 111; $6\frac{7}{8}$, 213; 7, 273; $7\frac{1}{8}$, 249; $7\frac{1}{4}$, 165; $7\frac{3}{8}$, 75; $7\frac{1}{2}$, 24; $7\frac{5}{8}$, 3. There are calls for hats $7\frac{3}{4}$, five or six during the season, and there are many with $7\frac{5}{8}$-size who have hats made to order. One customer always wants $8\frac{3}{8}$.

In making a comparison with English hats, it is found that the English measure upon the principle of the oval. When a head is $7\frac{3}{4}$ inches long and $6\frac{1}{2}$ inches wide, they add the two measurements and divide by two, giving 7 as the size of the head. The American method is different. In the States the circumference of the head is carefully measured, and is always estimated $\frac{1}{8}$ more, so that Gladstone's head, $7\frac{3}{8}$ by the English measurement, would be $7\frac{1}{2}$ by the American, and all these American heads reduced to the English standard would be $\frac{1}{8}$ less.

Persons having large heads should not fancy that this demonstrates greater ability than is possessed by those whose skulls are smaller, nor should the latter be discouraged, for it is easy to prove that quality of brain is as important a factor as size. Disraeli was certainly one of the ablest men who ever sat in the British Parliament, and, in the opinion of Justin McCarthy, a greater parliamentary orator than Gladstone, yet his head was but $7\frac{1}{8}$, according to the American plan. Lord Chelmsford's size was $6\frac{1}{2}$; the Duke of York's, $6\frac{5}{8}$; Dean Stanley's, $6\frac{3}{4}$, and that of the Emperor of Germany, $6\frac{7}{8}$.

If a man is distinguished from the lower animals, physiologically, by the superior development of the anterior portion of the spinal cord, that is to say, by the greater size of his forehead, all other things being equal, the relative location of the brain in man must have much more to do with the sum total of brain power, measured by mental results. Such phenomenal beings as Blind Tom are not as rare as might be supposed. He seems very extraordinary because of his musical power, but similar unquestionable results of brain configuration, quantity and relation to the movements of the mystical force that agitates them, can alone account for such peculiarities. The largest heads of peasants we have ever seen were among the Cretins of Switzerland, most of whom are but little above idiots.

The old-school phrenologists with their charts can produce many plausible coincidences, and they will always have a following, since those who have large heads will be predisposed to believe in their system; but it will always be strongly opposed, since those who have small heads have a constitutional objection to their views.

The new views, which attach no importance to minute divisions, maintaining that the quantity and quality of the brain determine a man's intellectual powers, probably his predominant tendencies, are being more and more supported by post-mortem examinations, and when applied to the complex being known as man, more and more will modify the views of psychologists.

FRESH-WATER SHELL PEARL BUTTONS.

DURING the last eight years the fresh-water shell pearl-button industry has developed in a greater degree than any other branch of button manufacturing. The fresh-water shell pearl-button industry did not exist in 1890, but since then vast quantities of mussel shells formerly deemed valueless, have been taken from the Mississippi river and made the source of a large revenue to the people of the States of Iowa and Illinois.

In 1900 the output of fresh-water shell pearl buttons amounted to 4,308,584 gross, valued at $1,176,285, and the production of ocean pearl buttons was 4,049,452 gross, valued at $1,951,558; the respective items representing 20.3 per cent. and 19 per cent. of the entire button output of the United States, which in 1900 amounted to 21,254,018 gross, valued at $6,467,373. The average price per gross received in 1900 for fresh-water pearl buttons was 27 cents, as against 48 cents for ocean pearl. Photo and celluloid buttons brought in 1900 an average of 74 cents a gross, while bone and vegetable ivory buttons fetched 46 cents and 43 cents the gross respectively. United States Consul-General Jussen, in a report dated December 30, 1887, remarked: "The manufacture of pearl buttons is not an industry of the United States and probably never will be." But on April 29, 1898, Consul-General Hurst, writing apropos of the same subject, noted that "the pearl-button industry of Austria-Hungary, which in former years occupied a prominent place among the flourishing industries of the monarchy, has dwindled of late to such an insignificant figure that pearl buttons can no longer be regarded as one of the principal articles of export to the United States. This may be attributed to the development of the industry in the United States." Nevertheless, by 1900 the making of these buttons constituted the second most important branch of the general industry.

To Mr. J. F. Boepple, of Muscatine, Iowa, belongs the credit of having started the industry in the United States, which he did in 1891. A few years ago mussel shells were delivered at the factories in Iowa and Illinois at about 50 to 60 cents per 100 lb, but by February, 1898, prices averaged $18 to $20 the ton.



Our Methods Make Money

—FOR—

Dry Goods Men and Milliners

The pitfalls of dead stock are removed when dry goods men and milliners properly appreciate—as hundreds of them now do—the importance of having us re-dye and re-finish their unsalable stocks.

Despite all the care and judgment that may be exercised, goods will accumulate and will not sell. Sometimes it is a mistake in the color—something that has not taken, or it is a line that has gone out of fashion, or goods that have become faded, shelf-worn or soiled.

No shopper will buy goods in that condition, but, if you send them here, we can re-dye them in a manner so skilful that they may be offered for sale and prove as salable as any new stock that you may have on your shelves.

There is no question about this matter, for we have been doing this kind of work for leading wholesale and retail houses all over Canada for twenty-five years past.

—Dress goods, tweeds, ribbons, braids, hosiery,
—feathers and plumes—all come under the
—treatment of our scientific and tested methods
—of dyeing and cleaning.

We shall be glad to have you write us for more particulars if our story is new to you. We will send you a brightly written booklet giving you useful information.

R. Parker & Co.

DYERS AND FINISHERS,

787-791 Yonge Street, TORONTO.

MONTREAL BRANCH :
1958 Notre Dame Street.



Business Men Whose Lives Inspire Us.

THE CAREER OF JOSEPH CHAMBERLAIN.

THAT Great Britain has not lost her high position among the nations of the earth at a time when the industrial competition of other countries has become most keen is due in no small measure to the presence of business men in her councils. No one can estimate just how much the nation owes to such statesmen as the Right Hon. Joseph Chamberlain, who have brought to the solution of Imperial problems that keenness and alertness only to be found among men trained up amid the vicissitudes of the business world. The great wars of the immediate future seem destined to be commercial struggles, and it is a tribute to the capabilities of the British constitution to say that it has adapted itself to the changed conditions of the times and has unconsciously recognized the place of business men in the nation. The aristocracy of England and the well-to-do middle classes who have, up to the present, taken the most prominent part in government, are no longer adapted to meet the exigencies of the situation. Their undoubted legislative abilities must be supplemented by the foresight and sharpness of the business man. To-day Mr. Joseph Chamberlain, a business man, is looked to from the furthest corners of the British Empire as the one destined to launch on its way the plan for combining the energies of the various constituents of the Empire.



Right Hon. Joseph Chamberlain in Summer Attire.

Mr. Chamberlain was born at Camberwell, a suburb of London, in 1836. His father was a wholesale boot and shoe merchant and a member of the Cordwainers' Hall, as his father had been before him. Joseph was the eldest son in the family. He received his education at a private school in Canonbury Square, and later at University College School in Gower street. It had been the intention to send him to Oxford or Cambridge, but, because his father was a Unitarian, both these institutions closed their doors to him. At sixteen years of age the boy left school and entered on a mercantile career under his father's guidance. Not only did he become acquainted with the business from the counting-house view-point, but he was also initiated into all the mysteries of cordwaining and the actual making of boots and shoes. By the end of two years he had become a very capable business man.

Meanwhile, an uncle, Mr. Nettleford, of Birmingham, a manufacturer of wood screws, had secured an important patent which was to revolutionize the screw business. He invited Mr. Chamberlain, Sr., to put capital into the enterprise, with the result that the sons of the two manufacturers were launched into business themselves in Birmingham, with directions to work the patent to its full extent. It was in 1854, when Joseph Chamberlain was only eighteen years of age, that the firm of Nettlefold & Chamberlain started operations. Chamberlain himself took charge of the commercial branch of the business, leaving to his partner the development of the technical operations. By strict attention to business and a careful watching for new openings the business grew enormously, and by 1865 the firm were producing over two-thirds of the entire output of Birmingham. That same year overtures were made to competing firms, with the result that three progressive rivals were absorbed in Nettlefold & Chamberlain. As Mr. Chamberlain was at this period entering the political arena, these transactions were made the ground for violent attacks against him, but on careful examination all charges of unfair dealings were withdrawn.

The business now progressed so successfully that by 1874 Mr Chamberlain and two of his brothers, who had joined him, were able to retire. This left no obstacle in the way for the rising statesman to devote himself exclusively to politics. Since then his career has been no obscure one. At first a staunch supporter of the Liberal party and of Mr. Gladstone, he became, in time, a Liberal Unionist, and later joined with the Conservatives. To-day he is the most trusted and probably the strongest man in Lord Salisbury's Administration.

His business career was marked by an untiring energy and a remarkable foresight. Both these qualities he has brought to bear on his duties at the Colonial Office. In addition, he has always possessed the faculty of inspiring all who come into contact with him with that same eagerness which fills himself. To-day his speeches convince his hearers and he has no difficulty in carrying them with him in any movement he may desire to advocate. To some he may prove an enigma, but to the business man he is plain and simple, for he but typifies the characteristics of the successful industrial leader of to-day.

THE CAREER OF JOHN DANIELL.

John Daniell, the merchant prince of New York who recently passed away after half a century of business activity in the dry goods trade, did not come into the world surrounded by princly privileges or riches. He was born on March 5, 1821, at Warminster, Wiltshire, England, of parents who were in ordinary circumstances. In 1831 he accompanied his father to Canada, and, although only 10 years of age, he conceived the laudable desire of helping to earn the daily bread for the family, the condition of his parents being anything but prosperous. Six years later a small fortune was

PEWNY'S KID GLOVES

ARE SOLD BY ALL THE LEADING STORES THROUGHOUT CANADA.

What has made them so popular with the trade?

The **FIT** and **QUALITY,** backed up by the maker's guarantee with every pair.

WE HAVE NOW IN STOCK a large assortment for

FALL 1902

and can fill all orders for the latest Styles and Colors promptly.

Handle this line and make handsome profits.

S. GREENSHIELDS, SON & CO.

Sole Selling Agents for Canada. MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

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Specimen Copies free on application.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS

AND

TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Coronation Year.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe, who visits Canada twice a year, is now in Montreal. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

"Lawrus" Fabrics.

Fall 1902

Our collection of these well-known fabrics is now ready and can be seen at our warehouses in Bradford and 67 Aldermanbury, London.

Every Yard Stamped "LAWRUS."

Law, Russell & Co.

BRADFORD, ENGLAND.

The leading house also for
RAINPROOF MATERIALS
in all grades
for Men's and Women's wear.

bequeathed his father, who, with his family, then started for England via New York. But, when the family reached the latter city, young Daniell decided he would go no further. Like all industrious boys, he first set himself to the task of finding a situation, and, while walking in Chatham Square, he saw a sign, "Boy Wanted." He took the place at $50 a year. His salary was increased after the first three months, and, in the course of six years, he had accumuluted $800.

BEGINNING BUSINESS CAREER.

In partnership with D. O. Gibbs, in 1842, he started a dry goods store in Broadway, near Canal street. He withdrew after three years, and then went to the firm of James Beck & Co. He was made superintendent. The firm failed, and Mr. Daniell went to A. T. Stewart & Co. On account of his knowledge of silks he was to be sent to Lyons, but the outbreak of the civil war changed his plans. He then decided to carry into execution a plan which he had cherished for several years —that of establishing a store of his own.

He was in the store of a man named Tucker one day when the idea of starting his own store was developed. Mr. Tucker, who had been a fellow employe of his with A. T. Stewart & Co., agreed to let Mr. Daniell have a 12-ft. counter for dry goods in his feather and millinery store in Broadway, near Eighth street. This was the beginning of the establishment which embraces 12 buildings and covers a large part of the block facing Broadway and bounded by Eighth and Ninth streets.

With the first start of this business the energy of Mr. Daniell kept pace with the growth and development of New York City. It was his motto never to misrepresent the value of goods, even at the expense of losing the sale. He had among his customers the old families of New York, for in the days when the counter was established he was surrounded by a population which represented the wealth of the city. He added to his stock and expanded his business. It was one of his boasts that he knew all the old families.

OLD FAMILIES HIS PATRONS.

He frequently spoke with pride of the fact that Mrs. Alexander Hamilton had been one of his customers. Among the archives of the present firm is Mrs. Hamilton's account, which was never closed, because John Daniell would never take the money either from Mrs. Hamilton or from her estate Among his patrons were many of the families whose names are now interwoven with the past and the present of New York.

The present establishment is styled John Daniell, Sons & Sons, for before his death there were three generations of the Daniell family in the firm.

JAMES J. HILL.

THE most prominent and conspicuous Canadian residing in the United State is James J. Hill. He was born in Guelph in 1838, and is, therefore, about 60 years of age. A man of strong character, and in build short, square and powerful. His progress in life has been rapid. In 1856 he was performing all kinds of work about the steamboat offices in St. Paul. In 1865 he became agent for The Northwestern Packet Company, afterwards he embarked in a general fuel and transportation business on his own account, and in 1875 he established The Red River Packet Company. At about the same time he organized a syndicate that bought the St. Paul and Pacific Railroad, which subsequently became the property of The St. Paul, Minneapolis and Manitoba Company. He was general manager of this company from 1879 to 1882, vice-president a year, and since then he has been at its head. In 1890 the St. Paul, Minneapolis and Manitoba road became part of the Great Northern system, of which Mr. Hill was and is the chief.

Mr. Hill is generally reputed to be an undesirable employer —a hard man to work for. The chief reason for this seems to be that he will not play the game according to any system which any other man can learn. His chief lieutenants are liable at any time to find that their subordinates have been ordered to disobey their most sacred rules. He runs his railroads as a man runs his private house, where all employes may get orders direct from the chief. Then, too, he has a way of telling a large, proud man with a long title that he is a blanked fool and doesn't know his business. This leads to many sudden, though not mysterious, disappearances from the Great Northern pay-roll, and the man who goes to the Great Northern is reasonably certain of graduating from it with neatness and despatch. Happily, he is also reasonably certain of bringing away with him some valuable education which will make it easy for him to sell his services to some other buyer. A Great Northern diploma is worth a good deal, no matter if the graduate got it before he wanted to. It does not hurt a man much to have it known that Mr. Hill discharged him, and ex-Great Northern men are apt to be wanted wherever found. At least, this has been so in the past. The reason of this is that the Great Northern has been well managed—particularly so from the standpoint of economy in operation—and in late years the economist has had his inning.

Mr. Hill's reputation as an employer scarcely gives a fair picture of him. He is not a roaring lion seeking whom he may devour, He is vouched for by those who know him best as a thoroughly generous man, with little but kindness in his heart. One of his old employes tells how he went to him once when he was in distress for lack of just eighty-three thousand dollars. He had no security to offer, but he got the money in just eighty-three seconds—a thousand dollars a second. It is not strange that this gentleman feels to-day that Mr. Hill, more than any other man, helped him to the great success which he has since achieved. He calls Mr. Hill the best friend he ever had. Another employe in an important official position was unsatisfactory to Mr. Hill and was told so. But just as he supposed he was to be fired from the cannon's mouth, he suddenly found himself landed in another and better position which Mr. Hill had created for him, and now his name fills the trump of fame in the railway world. Many stories like this are told of the little giant of the Northwest.

There is one other aspect in which Mr. Hill should be considered as an employer. His sound financiering of the property under his care gives assurance to the many thousands of ordinary employes under him that their work will continue steadily. Rotten financiering eventually comes home to the ordinary employes with crushing force. Dangerous track, bad machinery, lack of work when work is most needed—these are the ills which come to the ordinary railway workers in the wake of reckless financial management.

Mr. Hill's wisdom in Great Northern matters was begun by having centred in himself both the practical and the financial control of the property. He has not permitted his roads to be used for banking or speculative purposes. He has borrowed only cheap money, and he has spent all the money as if the property were wholly his. His property has been managed from St. Paul and not from New York or London, and so he has never been seriously in error as to its needs and dangers.

On the 9th of May, 1901, Mr. Hill succeeded in buying the Northern Pacific Railroad and secured control of this southern competition, thus making his one of the great central figures in railroad management of America.

Individuality in journalism has attained its most surprising results in trade papers. People are seeking more technical information, and while they skim hurriedly over the great dailies for the press news of the world, they study the technical paper for the more vital references to their own immediate business and concerns.—Charles H. Bergstresser.



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Coronation Costumes and Customs.

Descriptions and Illustrations of Some of the Robes.

MANY a magnificent display of pomp and pageantry has this world witnessed. Many a gorgeous gown has graced the crowning of a king. Many a priceless costume has drained the resources of Sabbaeas and Tyres at the making of a monarch. Resplendent jewels, and beauteous ladies have honored the natal hours of reigns. One thing they lacked, and Edward's Coronation had it. This recent investiture with power was weighed in the balance and found not wanting. It had the leaven to leaven the whole ceremony. It had har mony. Mere costliness cloys. The Shah of Persia can give us diamonds, but it takes an Alexandra to yield us grace.

Shakespeare puts into the mouth of "Touchstone" a fierce denunciation of ignorance concerning the court, describing those guilty of it as being in a "parlous state." The clownish philosopher's censure is a tolerably sweeping one; for, while everyone knows that monarchs have their courts, very few understand how courts are constituted, or coronations ordered. On no occasion have pomp and ceremonial been so picturesquely blended with modern usages and requirements as at the recent Coronation of Edward VII.



The Coronation Robes of His Majesty King Edward VII.

THE KING A MASTER OF COURT ETIQUETTE.

The King is a master of all the intricate requirements of court etiquette, and very exacting in seeing that they are fully observed. To such an extent is this carried that, in the ordinary receptions at the palace, he invariably notices the orders worn by his visitors, whether they are in the exact place which etiquette prescribes. No man in the service of the Government knows so much about uniforms, where this medal should be worn, how that ribbon should be placed.

Lord Beaconsfield used to tell a story of how, in the hurry of dressing for a levee on a dark day, his servant put on him the navy blue trousers of some university chancellorship, instead of the black ones for the Foreign Office uniform. They did not discover the error until too late to change again, and so Dizzy went shrinking into the Throne-room, hoping to hide his blue legs behind others, but the Prince saw the trouble at once, and laughingly said to him:

"Come out, you are caught; and for punishment you shall stand here by me in full view, a wonderful combination of learning and diplomacy."

We can see, then, that it was very necessary for the Earl Marshall to study carefully all the details of former ceremonies to see that correctness prevailed. He even carried this to the extent of having wax figures in his drawing-room clothed in the correct habiliments of the occasion, so that costumers could have models to follow. We can readily understand the magnificent triumph achieved under the eye of a sovereign so precise and particular.

SOME ANTIQUITIES OF CORONATION.

The members of the Court of Claims, who had to consider the merits of various petitions of higher officials relating to the Coronation, had to pass on many odd cases. Most of the claims presented by various peers were based upon hereditary customs, and looked very odd in the light of modern times. For instance, the Earl of Derby petitioned that he should have the right to bring the King's clothes on the morning of the Coronation and to aid him in his toilet. His compensation for this under the old custom would have been 40 yards of velvet, the King's bed and bedding, the furniture of his bed-chamber, his wearing apparel for the preceding day and his nightgown.

Were the King himself to enforce all the perquisites legally, his due at the Coronation there would be considerable excitement among the tradespeople of the day in London. To give one instance: By actual right the leading court tailor should present a silver needle, a coat of grey fur, a horse and a halter; his workmen, a cross-bow and a pair of tongs. The tribute of India, in cashmere shawls, was received by Queen Victoria with great favor, and it was an open secret that she kept them for presents, more or less compulsory, such as weddings in her favored circle, Christmas and

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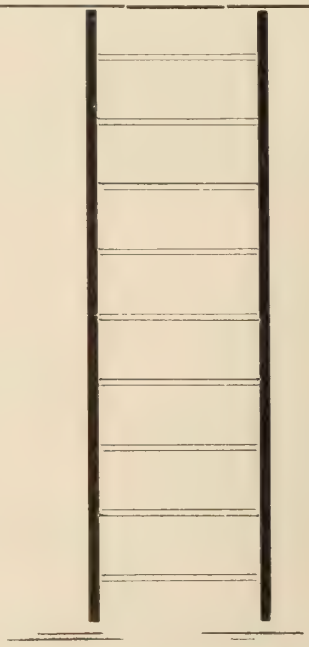
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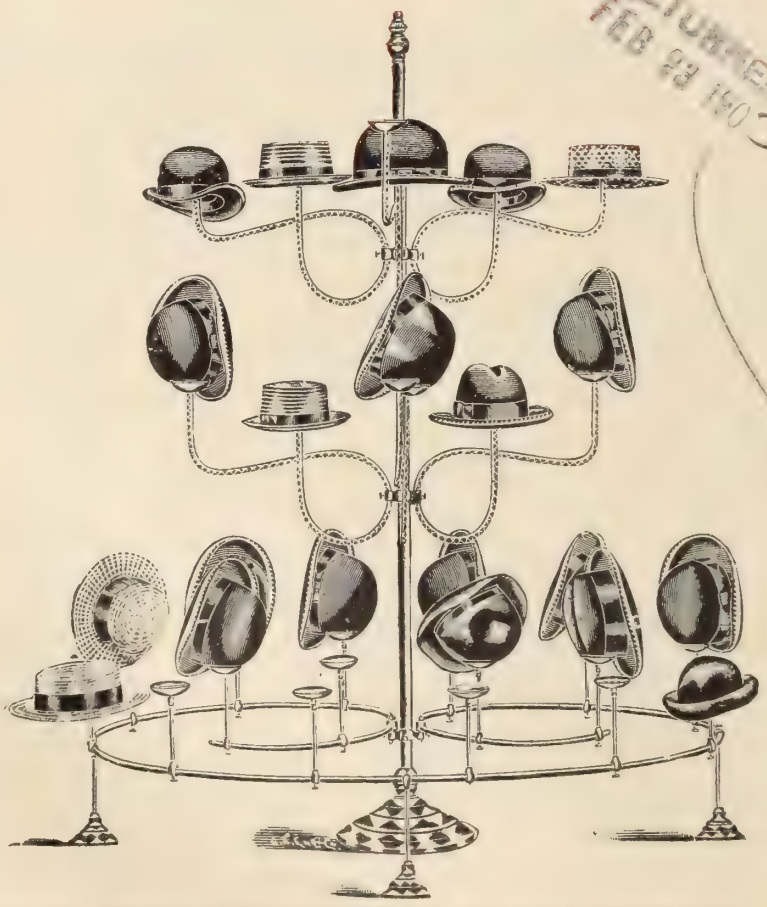


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Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

Coronation Costumes—Continued.

the rest. The Lord of the Manor of Haydon must present the Sovereign with a towel of the finest linen, on receiving which the King passes it over his face, returning it to the donor as a souvenir of the occasion. This privilege and ceremony dates from the reign of an Edward (III), who, heated in the chase, drew rein, and received from the Lord of the Haydon Manor a linen kerchief with which he wiped his royal brow.

ORDER OF CORONATION.

The order of coronation is first the anointing; then the investment with the Colobium Sindonis; and in the following order, investment with the dalmatic: the shoe, buskins and spurs, the sword, the stole or armilla, the Imperial mantle, the crown, the ring, and the sceptre.

SIGNIFICANCE OF INSIGNIA.

The insignia indicates the combination of the priest or bishop, and the soldier; and, if strict interpretation of the different parts of the regalia is adhered to, it will be found that the ceremonies have much more of the flavor of the church than of the soldier. The sword and spurs are actually the only strictly military emblems of the coronation. Even the crown and the sceptre were supposed to correspond to the mitre and crosier of the bishop, and the Imperial mantle to the cope; while the ring, stole and dalmatic are all distinctly episcopal.

REGALIA.

Probably the oldest piece of the Royal English regalia is the famous ampulla, or golden eagle, resting on a pedestal of pure gold, hollow, and containing about six liquid ounces. The head of the eagle screws off, and the oil pours out of its beak at the ceremony. In the coronation of an English king or queen, the anointing from the golden ampulla takes precedence in the ceremony, and then the investments with the garments of office follow.

GARMENTS OF OFFICE.

The first investment is that of the Colobium Sindonis, which is always a simple linen garment, edged with laces and ruffles, cut low on either side, and secured around the waist by golden cords. This garment is of episcopal origin, and was considered equivalent to the alb or rochet.

The next order is the investment with the dalmatic This is a garment of cloth of gold with short, deep-pointed sleeves edged with gold lace, and lined with rose-colored silk. The cloth of gold is handsomely woven and decorated with small patterns, filled with representations of the rose, the shamrock and the thistle. In the coronation of a king, the shoes, buskin, spurs and sword next follow; but in Queen Victoria's Coronation, the investment of the stole or armilla followed the dalmatic. This is a band of cloth and of gold, 5 ft. 2 in. long and 3 in. wide. It is lined with silk, and the front is decorated in gold and silk white eagles, roses, shamrocks and thistles. At either end there is a red cross of St. George, laid on a background of silver, and finished off with gold fringe. The stole is hung around the neck, although some of the earlier kings had it crossed over the breast. This is likewise a religious emblem, and corresponds to the alb, which is worn to-day over the dalmatic by deacons in the Greek church.

The Imperial mantle follows the stole. The Imperial mantles of England's recent sovereigns have been mostly decorated with patterns of roses, eagles, shamrocks and thistles, but the royal mantles of Charles II. and James II. were ornamented with palm-leaf scrolls, with roses, eagles, fleur-de-lis and coronets interwoven in the corners. The mantles were all edged with heavy gold fringe, and were long enough to cross over the shoulders and touch the ground at the feet. That of Queen Victoria at her coronation was 65 in. in length from the neck downward.

The crown is a massive affair, and not one that a monarch would care to wear for any length of time. A heavy golden rim forms the base of the crown, studded heavily with large pearls, diamonds, and other precious stones. Four fleur-de-lis and four crosses-patees rise alternately from the rim, richly studded with gems and diamonds, and from the top of each cross rises an arch of gold dipping gradually towards the centre. The centre of the crown, where the arches meet is an orb of gold, filled with jewels, diamonds, pearls and colored stones. A cross-patee set with diamonds rises above this orb, surmounted by a magnificent spherical pearl. Small arms or brackets hang dependent from this pearl holding drop-shaped pearls. A cap of crimson velvet goes with this crown and completes it.



The Coronation Costume of a Peeress.

The royal sceptre is bestowed on the monarch after the crown and ring. The official one is in the shape of a cross 2 ft 9¼ in. long, with one upper portion twisted in the form of a wreath.

HOW PEERESSES WERE CLAD.

Of all the symphony of effects nothing gave us a happier harmnoy than the beauteous costumes of the peeresses. Of all the magnificent review they blended most pleasingly state precedents and present needs, the formality essential for a throng and the freedom so dear to the individual, the costliness so pleasing to a woman's heart and the softness so rarely found in pomp.

Throughout each detail of the robes were traces of the tactful, thoughtful Alexandra, the royal spouse. In all the bustle of the preparation, in all the splendor of the ceremony her head was not turned. Her versatility and breadth of sympathy stood her in good stead. Even while she was winning the most delighted approval of the peeresses by her suggested changes, her mind was fixed on the wants of needlewomen. A prominence was given to embroidery which proved an immense accession of work to clever women's fingers. Private firms, too, rose up and called her blessed, when she stated that it was her wish that English fabrics should be worn. Her Majesty spared no pains to make all effects conform to a melody. Hayter's pictures, archives and authorities she made subservient to her ends. She surely achieved a triumph. The effect was that of the highest art—not noticeably artistic. It was too harmonious for that

The broad rule laid down for the robes worn was that white or cream fabrics should alone be used in the dress and bodice, apart from the royal red velvet of the kirtle and mantle. This, however, was not narrowly interpreted. A latitude was allowed for individual taste in the sumptuous fabrics available; gold or silver tissue, or cloth of gold or

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Coronation Costumes—Continued.

silver, was permissible. The jupe suggested that of a court dress, formed as it was of a deep flounce of creamy-tinted lace falling from the waist to the feet, over fine shimmering gold tissue. Towards the bottom of the flounce was worked a bold design in gold and silver bullion thread, with glittering paillettes. A rich design as of a large spray began on the kirtle on either side at about the knee and was carried downwards in a sweeping curve.

The bodice substituted the softening and becoming modification of lace and chiffon for the original hard square line of ermine and the equally severe plastron of the fur carried down the front. "Close-bodied" red velvet appeared below the arms in a gently rounded outline towards the bust; the V-shaped interval brought to a point well below the waist-line was filled in with lace, and afforded a perfect setting for rivieres of diamonds or other ornaments. A narrow line of ermine ran with these filmy folds around the decolletage, and was carried right over the shoulder.

A narrow band of the red velvet entirely encrusted with jewelled embroidery passed around the arm, about a couple of inches below the shoulder, leaving the top of the arms bare. From this band there was a dainty little frill of white lace, infinitely becoming to pretty arms



The Duke of Norfolk, the Earl Marshal, in his official robes.

The mantle of ermine, "powdered" according to the wearer's rank, and the red velvet train were suspended from the shoulders, fastened with a pair of jewelled clasps. Here jewellers found scope for many novel and beautiful devices.

In truth, the English peeresses may proudly claim they have in Alexandra, who designed, who supervised, who suggested, a queenly woman, a womanly Queen, of tact, of thoughtfulness, of taste.

The official costume of a modern peer worn under his long red velvet cloak, trimmed with ermine, is made for 15 guineas, about $75. His cloak costs about as much more. A very good coronet can be had for about $15. So far as the peer is concerned his dress does not represent much, but for the peeress the figures are, of course, much larger.

THE DRESS OF DIGNITARIES.

The Queen and Princess of Wales wore Coronation robes of royal purple over white satin and lace. The splendid robes of the Queen's costume, once the ceremony was completed, became the absolute property of the Duchess of Buccleuch, the reigning Mistress of the Robes.

The Duke of Norfolk, Earl Marshal, the premier duke of England, who had to supervise every detail connected with the ceremony, was dressed in his official capacity, wearing crimson and ermine over white. He carried in his hand the Earl Marshal's baton.

The most striking feature of the peers' procession was the splendid velvet robes which formed the most important part of their official dress. The costumes worn by the peeresses, as we have said, consisted of splendid red velvet robes, or overmantles, opening over an underdress of white silk, satin or poplin, richly embroidered to taste in gold, silver or gems, or draped with lace. The rank of each peeress was indicated by the number of rows of black spots stitched on her ermine cape or kirtle (the more spots the higher the rank), and by the length of her train; that of a duchess lying three yards on the ground, that of a baroness one yard.

To those who appreciate the significance of each costume' of each custom, a fuller, deeper meaning lay behind what to the casual observer was nothing but picturesque pageantry, or fanciful finery. Those acquainted with the lore of dress read in the splendid procession a succession of triumphs, a march of development, where every garb marks a victory achieved over receding ages. The rich blue satin, slashed with red and white satin characteristic of the Privy Councillor, will recall to them that the investiture of that costume marks the closing of the era when kings were absolute and popular freedom not even imagined.

INTERESTING RELIC OF A FORMER CORONATION.

An interesting and probably unique linen damask tablecloth, according to Drapers' Record, is at present in the possession of John Wilson's Successors, Limited, 188 Regent street, London W. The cloth in question was manufactured in 1717, and is three yards wide and four yards in length. It was originally made for a Mr. Wilson, a linen merchant of Balbriggan, Ireland, and came into its present owners' hands through one of his descendants. It is said to be the only specimen of its kind in existence, and is a remarkable example of skill in linen figure weaving. It formed an exhibit at the first exhibition of 1851. In the centre is the shield of Great Britain, France and Ireland, with two crowns and the letters "G.R." At one side is a map of London, showing the Tower, Westminster Abbey, and St. Paul's, under which appears the following quaint inscription:

"A new mapp of the Citty of London much enlarged since the great fire in 1666, in which are several streets, places, and buildings of note, which have been added since any other mapps of London before this hath been published in 1717."

The other side shows a representation of the Coronation in Westminster Abbey, including the procession. Thus a further superscription reads:

"The Coronation and Inauguration of George Augustus, King of Great Britain, France, and Ireland, Defender of the Faith, 1717. Long live King George."

Under the different figures and persons appear the names and titles: "Lord Mayor and Aldermen," "Kettle Drums," "Trumpets," "Drums," "Darino," "Judges," "The Litany sung by the Bishops and Children of the Choir," "The King's Chaplain," "Sackbat," "With the Sword of State," "A Herald of Arms," "Earls of SV proclaiming the King," and "For mighty George now assends the Throne, who for his valior excellent is now a King, George with exclamations here is crowned, and with the name of Justice is renowned."

Again is to be noticed the ' Duke of Grafton bearing St. Edward's Crown," and "Lord Lirguville, His Majesty's sceptre-bearer."

In one corner we are informed that the cloth is "Wraught at Warringstown, in the Counti of Down, in the North of Ireland," and "The weavers' art it is pronounced, so that rich nor poor without it cannot go."

Frank I. Lyons & Co.

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Our Canadian Representatives, *THE BRITISH IMPORT CO.,* 1 West Wellington Street, Toronto, carry our samples and will be glad to submit them to the trade.

Business and Its Management.

Some Suggestions for Progressive Merchants.

MODERN METHODS OF BOOKKEEPING.

ONE of the most prolific causes of failures among merchants is the giving of unwise credits, and when further examined into it will be found due in most cases to poor or antiquated systems of bookkeeping. Accounts have not been rendered promptly or neglected altogether, and the books are usually in a sad state, thus proving plainly the close relationship between bad bookkeeping and failure.

During the last few years a great advance has been made in the shortening of credits. The old six and twelve months' time on goods has in most places become a matter of recollection. Under the new conditions of business the credits are mostly given for 30 days, or, for the outside, three months, and the latter time only when the customer has an established reputation for paying.

The reduction of profits, and the shortening of credits to the retailer by the wholesaler has forced the latter to collect more promptly from his customers. This has proven a blessing to the trade. It has forced retailers to be more careful in giving credit and prompter in looking after collections. Under the old system of bookkeeping it was impossible for a merchant to know just how his accounts stood without a large amount of labor.

With the advent of shorter credits came the demand for more condensed and better methods of bookkeeping. The system the merchant required was one by which he was able to tell at a glance how a customer's account stood, and be able to render that account, when asked for, in the very briefest possible time.

A few years ago when a customer wanted his account he was told "We have not got it made out," or "Call again to-morrow and we will have it ready."

In the old style of bookkeeping the making out of an itemized account was a matter of considerable time, and frequently a customer was kept waiting some time for his account. Thus many a good customer has been lost by not getting out his account on time.

Carelessness in rendering accounts and delay in collections have always resulted in trouble for the merchant. The old style of bookkeeping was to use a counter book or blotter, copy from the blotter into a day book and post from the day book into the ledger—a laborious system. And was often two or three days behind in posting from one book to the other. Now

COUNTER CHECK BOOKS

are used almost exclusively, and all the customers' items are assembled together during the period of account and by a clever system written in duplicate in the ledger. Much less labor and far more accuracy is obtained. The customers' accounts are thus always ready when required at a moment's notice, and the merchant can, at a glance, inform himself of the amount of credit any customer has on his books. In the system of

DOUBLE ENTRY

the bookkeeper used to balance his books each month and by so doing he was able to detect errors. In the modern system one may easily check his accounts at any time, thus giving perfect accuracy.

A new up-to-date system of bookkeeping is something no business can profitably do without, for the saving of time and the accuracy are of very great importance in these days of close competition.

Take the average small or medium-sized store, and unless one has had the practical experience he will be astonished at the amount of work spent in keeping the books. The transactions to record are often more numerous than that of larger businesses doing ten times the amount of trade, but who sell in larger lots to the buyers.

The average retail merchant is not a chartered accountant but he should in justice to himself secure the best and shortest system of bookkeeping and one which will eliminate as much as possible all tedious and unnecessary elaborations.

Many successful merchants

KEEP THEIR OWN BOOKS.

Very often they do not use as good a system as they should, and yet in this they make a great mistake for no other man's time is worth so much to that business as is theirs, and if they were provided with a system especially adapted to their business very much of their valuable time would be left for the direction and expansion of their trade.

The loose leaf ledger system of keeping accounts is the product of a

SHORTER AND LESS COMPLEX METHOD

of managing books. It has been adopted by a large number of merchants in the retail business, because of the increased safety from errors and the combining of those qualities desired by the up-to-date merchant who wants the bookkeeping department of his business to keep pace in advancement and efficiency with the other branches.

The wholesale houses as a rule have better systems of bookkeeping because of the employment of professional men for the purpose, but it has been demonstrated that even among the wholesale houses there is plenty of opportunity for improvement and the modernization of their bookkeeping. In the conducting of a large business the necessity of having the best possible system is being more and more demonstrated.

KNOW THE COST OF EACH DEPARTMENT.

It is not enough to know at the present day the total volume of business. The work of each department must be accurately known, so as not to allow one department to prey upon the profits of another. This is necessary in order to enable the management to detect the weak places and strengthen them.

A wholesale firm must know exactly what each department and traveller is doing, so that the cost of selling may be accurately arrived at.

CLOSING ACCOUNTS BY NOTE.

In closing accounts by note, the renewals must be carefully looked after in order to check the giving of additional credit until the notes are disposed of or paid.

A SLIPPERY CUSTOMER.

A story came from Philadelphia of a man who desired to start in business for himself. He applied to a woollen house

ALL WOOL UNDERCLOTHING

WILL NOT SHRINK IN WASHING EVERY GARMENT GUARANTEED



ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

IN WEIGHTS SUITABLE FOR ALL SEASONS.

SUPPLIED THROUGH THE LEADING WHOLESALE HOUSES.

DUNCAN BELL, MONTREAL and TORONTO, CANADIAN AGENT.

STAG.



Dominion Hair Cloth Co.

JAMES PRIOR, Prop.

St. Catharines, Ont.

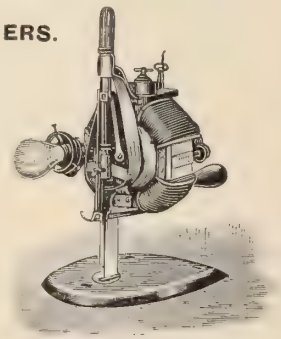
Manufacturers of all kinds

HAIR CLOTH CRINOLINE
FRENCH BLACK, BLEACHED AND GREY
TAILORS' PADDINGS
FURNITURE SEATING AND COVERING

If we could convince you that the use of our Cutting Machine would save you $1,000.00 every year, you would likely buy it, wouldn't you?

IT'S DOING THAT FOR OTHERS.

It Cuts White Underwear, Shirts, Overalls, Pants, Fine Clothing, Cloaks and Suits.



The Eastman Machine Co., Limited
247 Yonge St., TORONTO.

THE CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

DYEING
DRY GOODS AND MILLINERY

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

BRITISH AMERICAN DYEING CO.
Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.
Principal Offices—215 McGill St., Montreal. 123 Bank St., Ottawa
158½ King St. West, Toronto. 47 John St., Quebec.

WOOD STREET LONDON 3 WOOD STREET LONDON
ENGLAND

TIDSWELL'S

ARE MANUFACTURERS OF HIGH-TONED

NOVELTIES

IN THE FOLLOWING GOODS:

Shirt-Waists,
Blouses, Slips,
Ruffles, Pelerines,
Real Laces,
Imitation Laces,
Real Lace Collars,
Veilings, Nets,
Lace Robes,
Lace Scarfs,
Windsor Scarfs,
Linen Collars,
Vest-Fronts,
Belts, Cravats, etc.

FACTORY: NEW UNION STREET, LONDON, ENG.





IF KING EDWARD and QUEEN ALEXANDRA

were living in Canada they would not hesitate to recommend your buying Oil Cloths made by

THE DOMINION OIL CLOTH CO., Limited

THEY ARE CANADIAN-MADE GOODS.

We sell their....

Floor Oil Cloth—3 qualities—$\frac{1}{4}$ to $\frac{10}{4}$ wide.

Table Oil Cloth.

Cotton and Duck Back Enamelled Stair Cloth.

Canvas and Painted Back Stair Cloth.

Mats or Rugs—All sizes.

Enamelled Muslins, Drills and Ducks.

Brophy, Cains & Co. Montreal

BELDING'S

Spool Silks

BLACK and COLORS.

We find a ready sale for them because they are the

BEST.

Belding, Paul & Co.

LIMITED.

Ribbon Manufacturers

MONTREAL.

Fashionable Soft Ribbons
Satin Duchesse, all widths
Taffetas, all widths

For neckwear and making all the New Novelties now out in Ribbons.

FULL ASSORTMENT ON HAND.

BROPHY, CAINS & CO., Montreal

WADDING, BLACK AND WHITE.

In one yard and 12-yard sheets.

BATTING

We sell none but the **best:**

NORTH STAR
CRESCENT and
PEARL

COTTON BATTING

In Bales or Cases. In 4, 6, 8, 12 and 16-oz. Rolls.

ALWAYS IN STOCK.

BROPHY, CAINS & CO., Montreal

TAKE AN ORDINARY UMBRELLA OR PARASOL

When opened you notice the spring catches **under** the runner so that even if the tube gets twisted it holds up just the same.

Imagine this same umbrella **with a slit in the runner** and **the spring going into that;** if the tube gets the least bit twisted the spring will not go in and the umbrella does not stay up.

This is exactly the difference between the Genuine 20th Century "2-bulb" Runner and all imitations,

With the two bulbs, one operates on the upper spring and the other on the lower.

All imitations, having only one bulb, necessarily have the spring go into the slit in runner when both opened and closed, and dissatisfaction naturally follows.

We Handle the Genuine 20th Century Umbrella

BROPHY, CAINS & CO., Montreal

LEADING LINES

IN BLACK WORSTED HOSE

ARE

Range 41. Plain Black Worsted Hose, in 4 to 10 inch.

Range 45. 2/1 Rib, Plain Foot, in 4 to 10 inch.
Imported Yarns.

Range 46. Heavy 2/1 Rib, Ribbed over foot, **double sole,** cleared welt, in 4 to 10 inch.
Imported Yarn.

Range 48. Extra Heavy 2/1 Rib, **Spliced Knee** and **Foot,** in 4 to 10 inch.
Super Imported Yarn.

IN WORSTED HALF-HOSE:

Range 261. 3/1 Rib.

Range 263. 2/2 Heavy Rib.
The latter being extra value, to retail at **25 cts.**

Note:—We have had samples of these six numbers put up in ½-dozen boxes, assorted. **Write for a box.**

BROPHY, CAINS & CO.

The "Cedo Nulli" Hosiery Factory,

Office: 23 St. Helen Street - MONTREAL.

FOR
1902
FALL

Japan Taffeta

All widths and qualities.

White Silk Handkerchiefs

Hemstitched, new tape bordered, and initial.

Ladies' Silk Handkerchiefs

Embroidered in white and colors, colored border, initial and lace edge.

Art Embroidered Goods

Consisting of Silk Drapes, Satin Cushion Tops, Silk Chair Scarfs, Table Covers, printed and embroidered styles, with heavy knotted fringe, drawn work, etc.

Mufflers

Black, white and fancy, in square and made-up styles.
Large assortment.

K. ISHIKAWA & CO., TORONTO

Business and Its Management—Continued.

and got goods to the amount of $400. The salesman asked him what he manufactured:

"I make pants," he replied.

"How do you want to buy these goods?"

"The best way I can?" was the answer.

"How will you pay for them?"

"Well, I will give you my note for four months."

"Is your note good?"

The buyer looked around, winked to the salesman, and put his finger to his nose. "My friend," he said, with an air of one who is about to impart a confidence, "if my note was good I would make notes, and not pants."

Evidently that was a man for which a mighty good system of bookkeeping was required, particularly along the management of notes.

SOME ESSENTIALS.

Both in the retail and the wholesale business as conditions exist to-day it is necessary to have as perfect a system of bookkeeping as can be devised, according to the requirements of the particular businesses. The essentials are a correct knowledge of the financial standing of each customer on the books, and the prompt rendering of invoices and statements, together with the clean and careful balancing of the accounts. An accurate financial history of the firm's business should also always be available for reference in order to judge progress.

RETAIL BUSINESS ACCOUNTING.

By a Country Merchant.

REGARDING the question of the best and shortest methods of retail bookkeeping. My plan is to have the salesmen hand in each evening the slips or counter checks. Those to be charged are attached in a day-book, and from these slips we know each day how much cash we have taken in; also what amount has been put out in credit. Both the cash and credit sales are totalled every night and the amount placed in our business register, and are at all times available to us for comparison. The slips or checks to be charged are copied direct in the sales ledger on carbon sheets, one copy for us and one for the customer. We find for a small business this system works well.

We are strongly opposed to the pass-book system, because the customers are usually so irregular in bringing in their pass-books, and unless these books are brought regularly a customer had better be without them, as they are only a source of trouble and extra bookkeeping, and are valueless for an account record unless brought every time a purchase is made. In our experience this is something the average customer will not do.

Then, when you give each customer a check from the counter check-book, what is the use or sense of having pass-books? They are valueless both to the customer and the merchant. The fewer books and the less writing, so long as an accurate account system is used, is the best for any retail store.

QUESTIONABLE BUSINESS METHODS.

A FIRM in the Western States conducted a "grab sale" which began at 10 o'clock a.m. Packages were arranged on top of the shelving on either side of the store, and the buyers indicated their selection by using a pointer. The customers passed on the outer side of the counter and were handed the bundles, the contents of which were unknown to them, by the clerks. The parcels sold at 25 and 50c. each and ranged in value from 10c. to $20.

Every department of the store was represented and seven clerks spent four days in putting up these bundles. In addition, the firm promised to give away 64 gifts from a large elevated platform in front of the store. These gifts were goods from stock, such as trimmed hats, corsets, gloves, etc. In the distribution of these gifts they advertised for a little girl from 6 to 14 years of age to act as queen, her duty being to draw from a bag the checks which would determine the winners of the gifts. They also advertised for eight other little girls to be the queen's attendants or assistants. These girls were chosen by lot. All applications were placed in receptacles and the appointments were made in order drawn. The queen was to receive for her services $5 in merchandise and her little attendants $1 each, also in goods.

Now these little girls drew the numbered coupons which had previously been distributed for the gifts. The coupons were deposited in a wheel and the first five drawn were bulletined in front of the store, the holder of the top number being entitled to first prize.

The sale drew a large crowd and created a sensation in the place where it was held. As usual, the lucky people were well satisfied, while others, less fortunate, were inclined to protest.

Without regard to the legality of these methods, it is beyond a doubt that such a sale would not add to the reputation of the firm conducting it.

PRINTED ORDER FORMS.

DOWN-TO-DATE business methods are nowhere better exemplified than in the proper use of order forms. That which forms the final medium between the buyer and seller of either large or small quantities of goods should not be of a flimsy nature. Definiteness, precision, are most requisite.

A printed order form, such as is shown in the accompanying illustration, has many points of merit:

JOHN DOE DRY GOODS COMPANY.

Blankville.....19....

M.....

.....

Please enter our order for, and ship to us at the above address, merchandise as follows:

....

....

....

....

Date.....

Via.....

Terms.....

Kindly acknowledge order by....., stating if you can fill same or not, and, if so, date you will ship. Send invoice, accompanied by bill of lading, with class weight, the number of pieces, and rates inserted. Yours truly,

JOHN DOE DRY GOODS COMPANY.

Per.....

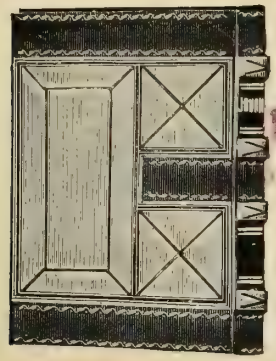
Embrace in the printing all the points desirable in regular orders. Annoyance from omissions will then be avoided, such as having goods shipped by freight when they should come by express, and vice versa.

Be accurate, concise and plain in the statement of goods wanted. If the order is lengthy, classify as much as possible. By so doing the order can be filled promptly and correctly. Keep a correct copy of each order. In case of error it is then an easy matter to locate the blame.

WANT CARDS FOR DRYGOODSMEN.

PROBABLY most of our readers have some system in their store of keeping a record of "wants." But whether they have or not, they are all no doubt interested in schemes which are designed for the purpose. The illustration herewith given is a design for a want card. It is claimed that cards, for the

The BROWN BROS., Limited





RETURNED AUG 21 1902

MANUFACTURERS OF

Stationery, Leather Goods, Account Books, Etc.

51-53 Wellington Street West, - - - TORONTO

We aim to have the most complete and "up-to-date" **STATIONERY** and **PAPER** Warehouse in the Dominion. We manufacture very largely ourselves; also import from the very best sources.

OUR SPECIALTIES ARE:

Stationery - Account Books - Paper

Pocket Books, Wallets, Card Cases, Portfolios

A specially new line in

Chatelaine and Wrist Bags, Crepe and Decoration Tissue, New Papeteries, Etc.

Agents— ARNOLD'S INK, ESTERBROOK PENS, DAVIDS' INK, PASTE, Etc., WEST FOUNTAIN PENS.

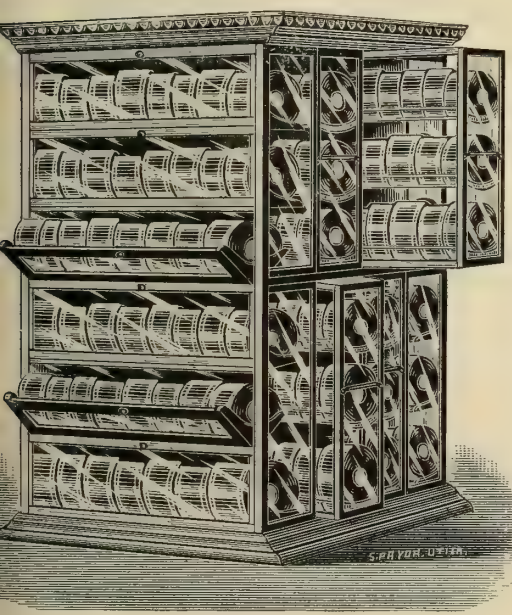
ESTABLISHED HALF A CENTURY

Practical Merchants Need

Practical Ribbon Cabinets

and STORE FIXTURES.

The most satisfactory cabinet for the display of ribbons ever designed is the "PRACTICAL." Its large sale attests its popularity. Send for a Catalogue of the "Practical" Fixtures.



No. 4 CABINET.

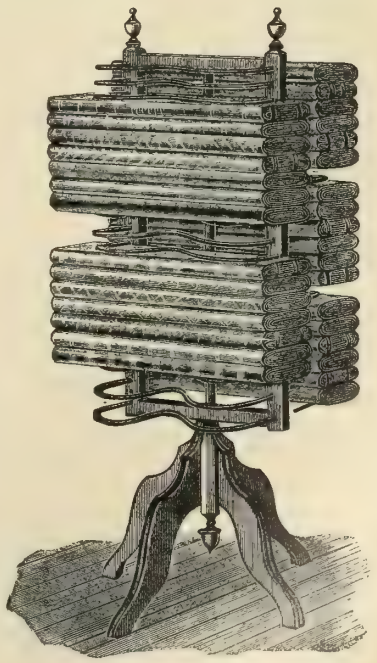
Price List of Ribbon Cabinets:

No.	Size.	Capacity Bolts.	Price.
0	27¼x 6½x26½	50	$ 6.00
1	28¾x14 x26	100	10.00
2	28¾x14 x38	150	13.50
3	28¾x18¾x38	250	18.50
4	28¾x23¼x38	325	23.00
5	28¾x27¾x38	400	26.00
6	28¾x32½x38	475	30.00
8	28¾x42¾x43½	700	42.00

PRACTICAL FIXTURES are made in great variety. Among the most popular are **THE PRACTICAL PIECE GOODS FIXTURES,** for the display of Ginghams, Prints, and Piece Goods in general. They are made for counter or floor use, either holding 40 pieces. Strong, steel wire shelves, adjustable to any thickness goods, permit removing one piece without disturbing the others.

Price List of Revolving Fixtures:

Floor Fixture - - $7.50
Counter Fixture - - 6 50



PRACTICAL REVOLVING FLOOR FIXTURE

Sold by the leading jobbers throughout Canada and U.S.

Manufactured by **A. N. RUSSELL & SONS, Ilion, N.Y., U.S.A.**

146-8 Front St. W., **NERLICH & CO.** TORONTO, ONT.

(OPPOSITE UNION STATION)

FOR FALL AND HOLIDAY TRADE.

Fancy Goods, Toys, Dolls, Games, Toy Books, Musical Sundries.

XMAS NOVELTIES and ORNAMENTS

Fancy China and Glassware.







Our travellers will be on their regular trips shortly carrying a full and complete line of samples. A postal sent us to have one of them call on you or arrange to see you will have prompt attention.

Our catalogue is now in hand, and will contain many new and attractive lines. It will be finely illustrated from cover to cover, and will be well worth having. Send your name and we will put you on the mailing list at once.

146-8 Front St. W., **NERLICH & CO.** TORONTO, ONT.

Montreal Office---301 St. James St.

Why do we install

Luxfer Prisms

In the Best Store Fronts?

Because the owners are up-to-date business men who want the best improvements in the market.

Does It Pay

to install

Luxfer Prisms

in your store front or any other dark place ?



The W. & D. Dineen Co.'s Fur Store,
Cor. Yonge and Temperance Sts., Toronto.

One hundred dollars, or any amount, invested in Luxfer Prisms will pay bigger returns than any other improvement you can put on your premises.

Why? Because you then have

Good, Clear, White Light in your store.

Call and see test room.
Write for information.

LUXFER PRISM CO., LIMITED

98 and 100 King Street West TORONTO

Business and Its Management—Continued.

purpose of recording articles wanted in the store, are preferable to books, and for three reasons:

JOHN DOE DRY GOODS COMPANY.

DEPARTMENT ORDER.

Blankville,..... 19...

To Stock Clerk:

My department is in need of .....

.....

.....

Your prompt attention is desired.

(Signed) .....

By .....

Date filled..... 19...

1. The salesman can carry them in his pocket, and can fill them out wherever he happens to be.

2. Being on a separate card, the order receives better attention than if entered in a book. A card ean be sent to the buyer at once, a book at stated times, or the buyer must take time and copy from it.

3. By the use of a pigeon-hole within easy reach, all unfiled orders can be kept in compact form. As soon as an order is filled the card is fyled for future reference.

Give Publicity to Prices.

IT has become such a general thing among retail dry goods merchants to advertise the prices of their goods by price-ticket, circular, and in their regular newspaper advertisements, that it is a matter of surprise to hear a first-class retailer speak against this practice.

In his opinion, it cheapens the store and goods in the eyes of the people who want first-class goods when they see the price pinned on them; and, furthermore, the customer is apt to think when he sees a low price on goods the quality cannot be right in order to be sold at the figure marked, while it gives opposition merchants a chance to cut under the prices advertised.

From the general adoption of price advertising, these views are not generally shared by the trade.

Another merchant's opinion was to the effect that the price is undoubtedly the most trade-attracting part of an advertisement. He suggested this practical way of testing the question: Put a line of goods into your window, put no price on them, and note results. Then, again, put these same goods into the window with an attractive price-card on them, and see which method sells the most goods, price or no price.

The same thing applies to an advertisement. When a person wants something in dry goods, be it gloves, hat, dress, or suit of clothes, he usually associates with the goods he wants to buy the price he is prepared to pay. And he is far more likely to go where the price is advertised than where it is not.

The advertisement must, however, be backed up by the firm's reputation. The old story of a man who bet he could stand on London Bridge and offer sovereigns at a shilling apiece and not sell many because the people would be too suspicious to buy would not for one moment hold good with one of our large dry goods stores, who directly they offer a special drive in any line at once feel the result of such an advertisement. Why? Simply because many people believe them when they announce special values, such as "Women's underwear regular price 75c.; to-day reduced to 35c." The price here is undoubtedly the strongest part of their advertisement.

Notwithstanding these undoubted facts, there are stores that have gained the confidence of the buying public and have made money for their proprietors who have never advertised their prices. These are usually old-established places of business, who are doing trade on their reputation for fair treatment and because of their business connection.

New firms who try to establish themselves and build up a trade are almost compelled to advertise their prices, while the number who do not advertise price is all the time getting less, for many of them are constantly being driven to use the modern methods in order to retain their prestige.

THE FIVE AND TEN-CENT IDEA.

JUST at present there appears to be a craze among the public throughout the country for 5 and 10 cent goods. Merchants very generally are puting in tables for 5 and 10-cent articles.

In some stores it is really surprising the collection of goods displayed on these tables and the amount of business that is done in small-priced lines.

Even the high-priced dry goods stores have come down to the common level and are thus catering to the masses. This idea has been copied from the department store, and it is effectively hitting back at them, by supplying to their trade in a measure the attraction of the department store by giving bargains in small goods.

From observation let us discuss a few things gleaned from stores who have made a success of this popular idea:

Have seasonable goods.

Get new things.

Get odd things.

Have real bargains.

Surprise your customers.

Some merchants make a mistake by trying to make bargains of goods people don't want.

Change the goods around. Give the tables a new setting.

Keep the goods clean.

Show them to the best advantage.

Talk about them.

Do some advertising.

Give your customers something to talk about.

Do not sell imperfect goods as all right.

If there is any defect have it pointed out to the customer.

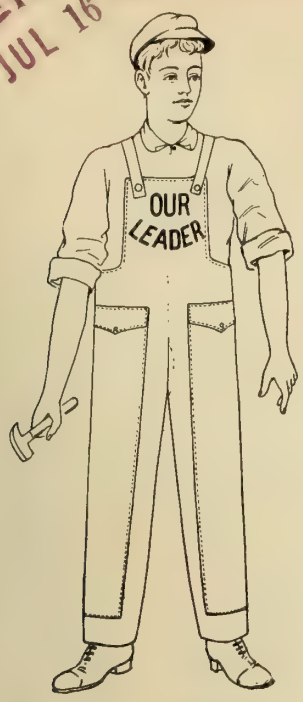
At all times do an honest business—it is most profitable.

Avoid fakes of all kinds.

MAIL ORDER ESSENTIALS.

THE chief requisites of success in the mail order business are brains and perseverance. Keen mental perception and discrimination are absolutely necessary, both to find the right methods, and avoid the many shoals upon which the stupid invariably sink. In no other trade is vigilance so necessary. Perseverance is necessary in order that the beginner may endure the failure after failure until he has gained the experience and wisdom sufficient to indicate what method of business is likely to be successful. Few of the present successful leaders in the business, as an exchange remarks, have won their way without many discouragements, and it is this test that has winnowed them out, one from the thousand. On the other hand, the money to be made in the business is limited only by your capacity, and not by locality, social position, reputation or similar considerations.

RETURNED JUL 16 1902



We are After Your Overall Orders

BECAUSE

WE KNOW THAT

OUR LEADER

overalls are the very kind that will sell rapidly and bring trade to your store. Guaranteed to be the strongest and best overall on the market. Made from most durable material—have double seat—double knee and contain every feature that will meet the requirements of overall buyers. Prices from **$4 75** to **$10** per doz. Let us have your next overall order.

Royal Shirt & Overall Co.

1886 Notre Dame Street,
MONTREAL.

Also American Art Embroidery Co., Mfrs. Embroideries for Skirts, Waists and Applique Work, etc. Obtain our prices.

Manufacturers of SHIRTS, KNEE PANTS, ETC.

Our stock is now complete in Lace, Silk and Velvet Ribbons—all widths, Lace Collars, and Smallwares.

We have some special lines in Heavy Tweed Pants, Shirts and Drawers.

All orders will have our prompt attention.

Wilson Bros. & Co.

75 Queen St., - OTTAWA, CANADA

Rubber Footwear

is now a work of Art, and the best fitting and best wearing shoe is the one the public wants. . . . .

The Canadian Rubber Co. of Montreal

are the leaders in their lines, and the Trade are respectfully asked to examine their samples before placing their orders.

"Style, Finish and Durability" is Our Motto.

CATALOGUE SENT ON APPLICATION.

Head Office and Factories—MONTREAL.
Branches—Toronto, Winnipeg and Vancouver.

Foundations for Business Building.

An Old Retailer's Suggestions.

ALMOST essential consideration for the future welfare of the business is the old rule: "Secure your site near the centre of the trade." And it always holds good. Experience has proven the wisdom of this rule. Outside stores have flourished where there was the trade of a district to be secured, and under good management some stores away from the centre of trade have prospered. Nevertheless, people have a desire to

SHOP WITH THE CROWD.

It must be an extra attraction to draw them away from their regular paths. Convenient shopping has an influence on buyers, and, all other things being equal, people will make their purchases at the handiest place always. The records show the most central stores have secured the largest trade.

In building in a new place allowance should be made for the growth, and the manifest direction of this growth should always have consideration from a merchant when selecting a permanent site for a store.

SQUARE AND HONEST DEALING.

The foundation of the building we will leave the architect to plan according to the requirments of the business. In order to build up a successful trade the basis must be the old rock of "square and honest dealing." This old truth some may try tc sidetrack, but the end is always the same, for the firm or merchant who deviates from this old path which leads to permanent success finds out his mistake very often when it is too late.

The only kind of dealing which stands the test of time is the upright kind. All others fail in the end. Let your store be right before all. In this lies the true foundation. The broader and stronger this foundation the greater superstructure will it bear. Get right in the commencement of your business career.

Frst impressions are always strongest, and the most lasting impressions always date from the right start.

MODERN FIXTURES.

In the race for business, and the contest was never as keen as it is at the present time, no firm can afford to be behind in all the modern requirements of successful merchandizing. The larger stores in the cities are constantly improving in this respect. The merchant in the smaller stores and towns will find it profitable to follow their lead in proportion to the requirements of his trade and location. It would be folly of him to spend money like his big competitors. At the same time his lesser trade will appreciate his efforts for their convenience and better service. There are many small things inexpensive to provide and so apparently insignificant that they are frequently overlooked. Many rural merchants have come to the cities and have seen the privileges extended by the large stores to their customers, such as waiting rooms, parcel checking, where hand-bags and bundles may be left. They have returned home to notice the deficiency of their own stores in many little requirements for their customers. Perhaps it was the store chairs were broken and unsightly, or if it were a country store, no tying-posts for farmers' horses.

These are small things, which do not cost much to supply, and yet so many of the small stores are so neglectful of them. Numerous are the little comforts a considerate merchant can have for his trade; and without a doubt they pay, for customers will give the preference every time to the store of the considerate merchant.

THE DISPLAY OF GOODS.

Now comes the proper displaying of goods. The prospective buyer should see the goods under the most favorable circumstances. Every business man knows how much by surroundings the sale is helped. Attractive show-cases and goods well displaved are always silent salesmen bidding for business.

CARE OF THE STOCK.

"We have the goods you want," was a sign up on a dry goods store. Every salesman knows how much easier it is to sell a customer what he wants than to try and force the sale of some other line against the customer's desire. It is a good plan to be conservative in buying and to stick to goods for which his trade has shown a preference and have always proved satisfactory. At the same time it is always advisable to have your stock up to date with meritorious novelties. In the proper buying and in the careful selection to suit the trade of the store lies the fine art of storekeeping.

BUYING TRIPS.

In order to be in touch with the trade a merchant must make occasional buying trips to the large centres. For a business of any size this is important. The buyer has thus a much better chance to see what is offering in his line, and often will buy some "specials" which will more than compensate him or his firm for the outlay.

ASSISTANTS

The help of a store is no small factor in its success. Upon them devolves the task of representing the management of the store. They can assist their employer in his efforts or they can hinder him.

A merchant should have the confidence of his clerks. He should explain freely to them what he requires and insist that his orders shall be carried out to the letter. Competent clerks should be encouraged, incompetent ones discharged. This is for the best interests of the business. To keep unsatisfactory help is a great mistake, even if the clerk is a relation of the management. In a small town the clerk's personality counts for much more than in a city, where so often young boys and girls are employed to serve the customers. The customer in a small place becomes acquainted with a clerk and thus is more influenced in buying. Therefore, from becoming a mere machine, as the clerks in some of the large city stores are, in the smaller places, through their acquaintance and connection, they are often valuable to the business.

ADVERTISING.

Here is where there is a wide diversity of opinion as to methods. It is generally conceded that the best medium through which to advertise a retail business is the local press, notwithstanding the number of poorly written advertisements seen in those papers.

Circular letters, posters and attractive window displays have all been found to bring business, and are all good. Well-written price cards on the goods should not be overlooked. The whole of a merchant's advertising must harmonize. The goods must back up the advertisement, or the effort is wasted.

Nothing need be said regarding honesty and truthfulness in advertising, its necessity being so apparent to all that comment would be superfluous.

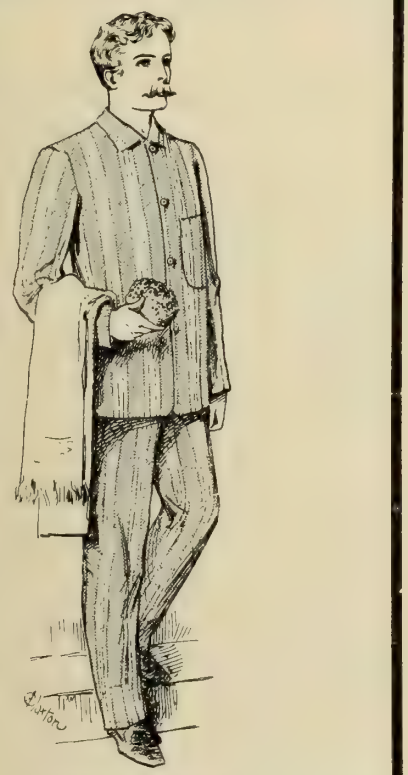
SHIRTS TAXED AS BONNETS.

An Englishman living in France recently wrote home for three shirts. Their value was less than £2, but he found that he had a duty of 4s. 6d. to pay upon them. Thinking this a great deal, he wrote to the authorities at the Customs house on the subject. "The amount is quoted correct," they replied. "Shirts are taxed as bonnets, which pay a duty of £12 a hundredweight."

REMINO

REGD.

PURE WOOL FLANNEL. UNSHRINKABLE.



A "Remino" Pyjama.

FOR



A "Remino" Waist.

Men's Pyjamas,

Golf, Cycling, Tennis and Cricket Shirts.

Children's Dresses,

Underclothing, Etc.

Ladies' Shirts,

Blouses, Tea-Gowns,
Dressing-Gowns, Underclothing,
and
All Athletic Wear.

"Remino" Regd. is a thoroughly reliable ALL-WOOL UNSHRINKABLE Flannel, manufactured in England, where it has met with enormous success. It is made in all the newest colors and designs in Plains, Stripes and Checks.

ABSOLUTELY FAST COLOR.

Patterns on application to Sole Manufacturers, ROBERT R. BUCK & SONS,
Atlas Works, CARLISLE, ENGLAND.

OCT -8 1902



FACTORY

ESTABLISHED 1868.

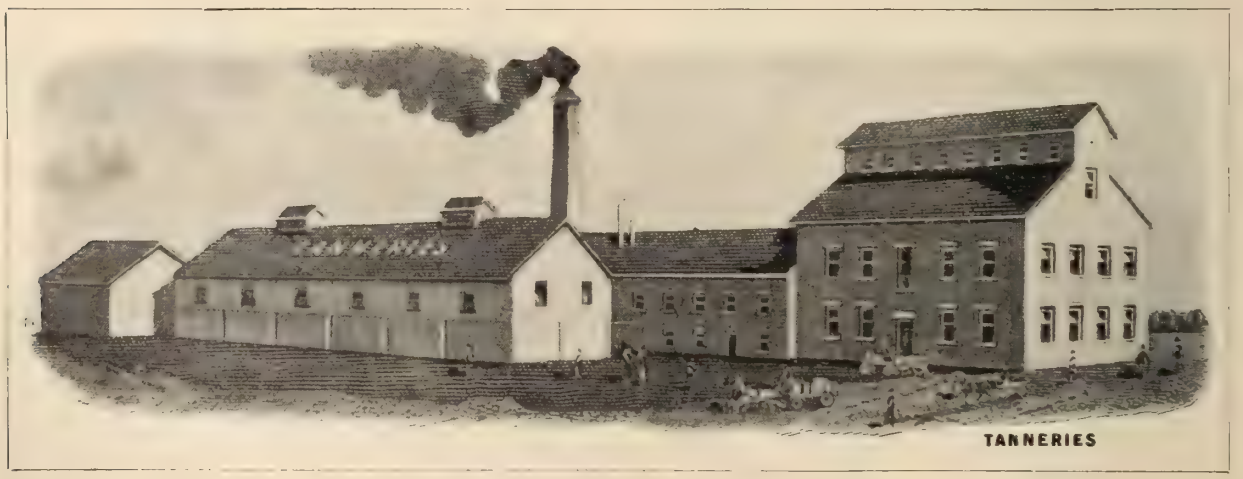
....FOR....

Fall Trade.

GLOVES AND MITTENS
MOCCASINS AND SHOE PACS
TRAVELLING BAGS
LEATHER BELTS, ETC., ETC.

During the more than 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves and Mittens. We have brought out new ideas. We have given the Trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.



TANNERIES

W. H. STOREY & SON,

The Glovers of Canada.

ACTON, ONT.

FANS

AT FROM $4 TO $60.00 PER DOZEN



J. PALMER & SON

Sole Agents for
Strauss & Traub,
Vienna.

ALL THE NEWEST CREATIONS AT THE LOWEST PRICES
THE SURPRISE OF THE TRADE IN ORIGINALITY AND EXCLUSIVENESS.
IF OUR TRAVELLERS HAVE NOT CALLED UPON YOU WRITE FOR SAMPLES AND MENTION THIS PAPER.

J. PALMER & SON, 1745 Notre Dame Street, MONTREAL

IF YOU WANT....



JUL 24 1902
RETURNED

Sails, Tents, Awnings or Flags

Drop us a line for our Catalogue and Price List.
We supply all kinds of . . .

HORSE AND WAGON COVERS,
CHEESE COVERS, BINDER COVERS,
COAL BAGS, FEED BAGS and
WATERPROOF CLOTHING of every description.
HOSPITAL TENTS a Specialty.

J. J. TURNER & SONS

PETERBOROUGH, ONT.

J. Y. SHANTZ. D. B. SHANTZ.

The
Jacob Y. Shantz & Son Co.
Limited

BERLIN - ONTARIO.

JUL 10 1902



Manufacturers of

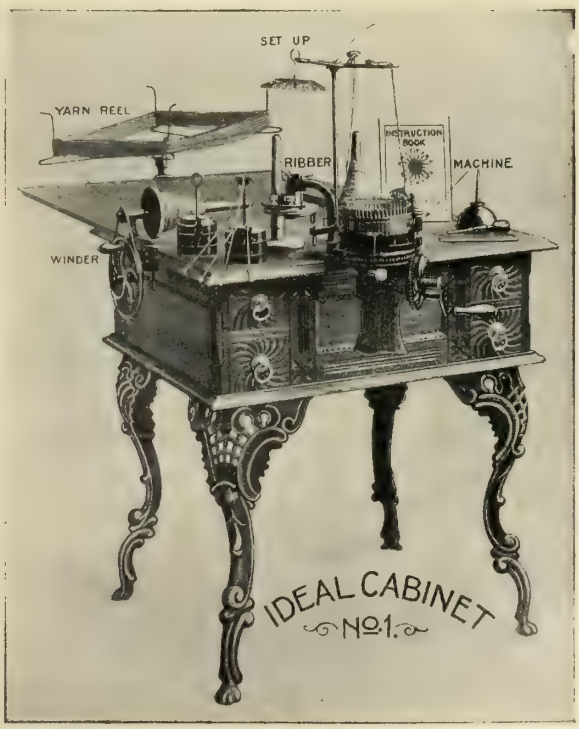
Fine Lines of Buttons

IVORY, HORN, PEARL, PEARLETTE.

All leading Wholesale Houses handle our goods in Canada, and leading Button Houses in the U.S., who recognize our goods as of the best manufactured on the continent.

FACTORIES: BERLIN, ONT., BUFFALO, N Y.
WAREHOUSE: CHICAGO, ILL.

A COMPLETE FAMILY KNITTING MACHINE.



CREELMAN BROS., Manufacturers of
ADDRESS, Box 513 KNITTING MACHINES,
GEORGETOWN, ONT., - - CANADA.

THE RETAILER AND THE LAW.

Some Important Legal Points Which Every Tradesman Should Know.

EVERY merchant who does a credit business is familiar with the fact that between the favored class to whom he unquestioningly gives credit and the class from whom he demands cash there exists an intermediate section that gives him a great deal of trouble. These people are not necessarily poor people. It may be that some are the wives or children of wealthy men, but yet the merchant knows from experience that when a bill is sent home there may be trouble. In such cases it is as well for him to be acquainted with a few legal points, so that he may not put his head into the noose unwittingly. Perhaps he may be already familiar with what is going to be set down here. If so, a little repetition should do no harm.

TWENTY-ONE-YEAR-OLD INFANTS.

To begin with, there are two sets of people with whom he may have trouble. In the first place, there are the young people—young ladies especially—under 21 years of age, who are known to the law as infants. In the second place, there are those married women whose tastes are extreme and who demand the most expensive and luxurious goods in the shop.

A shopkeeper giving goods to an infant should always assure himself that they are necessary to her and that her friends have not already supplied her with them. (What are necessaries depends largely on the purchaser's position in life.) If the merchant does not get this assurance, he is very liable when it comes to law to fail to get payment for his goods; and, even if he does, it is very unwise for him to hand over articles to any young person unless he can rely on the parents or friends of that person for payment. Still, the necessity for inquiry may oftentimes be dispensed with by the conduct of the parties. Thus, when an English tradesman had supplied a young lady under 21, who was living in great style with her mother, with silk to the value of £35 in four months, he was successful in getting payment for them, although he had omitted to make any inquiries as to whether they were necessary for her.

A WOMAN'S NECESSITIES.

Now, as regards married women. If a tradesman knows that a woman is living with her husband, he can take it for granted that she has her husband's authority to buy necessaries on credit. But when husband and wife are living apart, he may assume that no such authority exists, unless the separation is by mutual consent and the wife has not a sufficient allowance from the husband to keep her in necessaries, which may here be defined as such things as may be considered essential for the proper maintenance of a person in her social position.

If we pass beyond the sphere of necessaries, a dealer has to be most careful. He may supply a woman in good circumstances with luxuries and yet fail to recover their cost from the husband because they were not necessaries and the husband was not bound to supply his wife with them. For instance, if a lady who has sufficient clothes goes to balls and parties contrary to her husband's wishes, and orders dresses expensive and unsuitable to her husband's circumstances, he is not bound to pay the dealer for them.

It is always as well to be most careful with this class of women, even when they enter a shop for necessaries. It may be that their husbands have already supplied them with the same or equivalent articles as those they ask for. Then when the account is sent to the husband for settlement he can repudiate it on the ground that he had already supplied his wife with all those necessaries pertaining to her position in the social world.

CUSTOMERS WITH CHANGEFUL MINDS.

A very frequent source of annoyance to merchants is to be found in the occasional action of customers who make a purchase one day, change their minds in the meantime and refuse to take it next day. In such cases the merchant can usually enforce the bargain, if he so desires, though it must be confessed that more often it is better policy to overlook the affair. In England, if the purchase is over £10, the dealer must have the contract in writing before he can make his claim. Otherwise he cannot keep the customer to the deal. L. E.

THIRTY YEARS IN THE KNITTING MACHINE TRADE.

FOR nearly one-third of a century Messrs. Creelman Bros., of Georgetown, Ont., have been quietly building up a substantial trade in home and foreign markets for power and family knitting machines and hosiery mill supplies. During the 30 years they have been hard at it, there have been many important improvements made upon the original styles, until to-day there is very little of the original left, but in its place are up-to-date 20th century machines, capable of the greatest possible range of work, and particularly adapted to the requirements of this progressive age.

These machines are built on correct mechanical principles and embody the results of many years' experience in the construction of machines of this character. Every machine is thoroughly inspected before leaving the factory and only skilled workmen are employed in their construction.

During recent years special attention has been given to the producing of first-class knitting machines at remarkably low prices, so that to-day, in thousands of homes throughout the world, and especially in Canada, the knitting machine ranks with the sewing machine in points of usefulness and convenience and as a source of income to those who may wish to supplement their daily earnings by means of light, pleasant and profitable employment.

In the line of power machines, more especially adapted for manufacturers of rib and plain seamless hosiery, the machines manufactured by Creelman Bros. are pre-eminently suited for this class of work, taking, it is claimed, precedence over the machines manufactured in the United States and Europe for the making of this superior and much-in-demand class of hosiery.

In addition to their regular machines for ordinary lines of hosiery, they also manufacture special machines of various styles for making lumbermen's socks and mitts with loop lining; fancy patterrn bicycle hose, etc., and, in fact, almost anything in the line of knitted goods.

Readers of THE REVIEW interested in machines of this kind are referred to Creelman Bros for further information.

A BUTTON TRUST.

Three of the largest button manufacturing concerns in the United States, The Newell Bros.' Manufacturing Co., of Springfield, Mass.; The Boston Button Co., of Boston, and The Williston Knight Co., of Easthampton, have united and formed The United Button Co., with a capital of $3,000,000. This corporation, with its main office in New York, will control the button output of the United States.

INCREASED TRADE DEMANDS NEW FACTORY.

A new factory, 50 x 100, is being erected by J. J. Turner & Sons, Peterboro', Ont. It is of solid brick, and its erection is necessitated by the firm's steadily increasing trade. The motto of the firm is: "What you do, do well," and the steady expansion of trade is of the fruits of it.

J. J. Turner & Sons make a specialty of waterproof goods, flags, awnings, sails and tents.

Boot and Shoe Laces

BEST MANUFACTURE . . . .

Rifle, Glace, Silk, Cord, Leather and Porpoise

Linen Threads

Barbour's, Finlayson's, Knox's, Dunbar's, Stewart's

— STOCKS CARRIED AT —

Toronto **MONTREAL** Quebec

FRANK & BRYCE, Limited



Thos. Clearihue

Glove Manufacturer

BROCKVILLE, ONT.

Branch House
at the Bullseye
of the Dominion



I manufacture a complete line of fine and staple goods for the Wholesale and Retail Trade suitable for all parts of the Dominion. P.S.—Special attention to mail orders.



WINNIPEG BRANCH:

285 Market Street.

A. E. Clearihue, Manager.

The Merchant and the Tourist.

A New Class of Customers Who are Increasing in Numbers—Get Your Share of their Trade.



AT THIS time of year there are always a a great many visitors in Canada from the United States, as well as from Great Britain and other European countries, and in certain places the trade that can be done with these tourists is well worth the attention of every merchant. Canada is becoming the Summer resort of North America, and each year sees an increase in the number of American visitors here; while English people also are turning their eyes in this direction, and it is not unreasonable to believe that in a few years they will prefer to tour the New World than the Old, to climb the Rockies in preference to the Alps. The tourist trade, then, while already of fair proportions, is still in its infancy in this country, and the present is the time to commence its development.

THE FANCY GOODS DEALER.

The dealer in fancy goods and notions reaps a harvest from the tourist; but as yet there has been no general attempt on the part of those in the dry goods trade to secure their share of this custom. And the drygoodsman's share should be the lion's. In a number of cases, however, this has been done, and the result of going after the tourist trade has always proven satisfactory to the merchant.

THE BUYER FROM THE UNITED STATES.

By far the greater part of this trade is done with visitors from the United States, not only because they come in larger numbers than those of other nationalties, but because they are better buyers. The American buys anything that takes his fancy. The foreigner apparently has no fancy. He buys what he requires, or (if he is very rash) purchases a few souvenirs, Indian curios and other such mementos of his visit. But then, the Englishman and the European require much, and sometimes can find articles of wearing apparel here that they could not at home, or at a much lower price than they would be asked to pay elsewhere. So for one reason or another all tourists are worth looking after.

TOURISTS AND THE WINDOW DISPLAY.

Of course, the chief, if not the only means, by which the tourist's notice can be brought to the merchant's goods must be by the window display. A handsomely trimmed window will attract the attention of the ordinary passer-by, and for the tourist who has nothing to do but look around him the store windows are all the more interesting. A good per cent. of people will find more to interest them in the shops of a foreign country than in its principal attractions; and no one entirely overlooks them. In the tourist season, then, it is of the utmost importance to see to the appearance of the store and make the window trim suitable, seasonable and attractive.

ARTICLES WHICH TOURISTS PREFER.

It is the impression among many dealers that to catch the foreigner's trade, foreign-made goods are the right thing. This, by merchants who do a good business with tourists, is pronounced entirely wrong. The stranger wants to see something he cannot see at home. If he can purchase an article in his own country at anything like the same price he will get it there. But Canadian-made goods, whether they be in the dry goods line or in any other, will attract custom from the tourist. The label, "Made in Canada," is, unfortunately, very rare in the Dominion, though there is reason to believe that it helps the sale of certain of our products in foreign countries. But if it requires a "Made in England" or "Made in Germany" label to induce some of our own people to buy, the same cannot be said of the tourist. He, too, doubtless, has his own silly prejudices at home, but he leaves them there when he goes travelling. Canadian-made goods will interest him more than anthing else the merchant can show, and it matters little in what line of dry goods they are. The products of our mills, both as to quality and price, will compare pretty favorably with those of other countries; and in many lines the domestic goods handled by the dry goods merchant are much superior to anything he can import. This is notably the ease with woollen goods, homespuns, etc., in which there is already a large trade done with visitors from the United States. A card in the window, along with the goods, to the effect that they are a home product will be found to have good results at any place where there are tourists from other countries.

THE TARIFF AS A FACTOR IN TOURIST TRADE.

We can sell many English and European articles and fabrics at a lower figure than they are sold at in the United States, on account of the great difference in the tariffs of the two countries, and American visitors often express surprise at the comparative cheapness of these goods. Especially is this the case as regards goods of English manufacture, many of which, coming into Canada under the preferential tariff, can be sold at half the price here that is asked for them in the United States. This is a fact that should be brought to the notice of tourists, few of whom are aware of it until they see it announced in some wide-awake merchant's window.

This practice was commenced a year or so ago by a certain dry goods merchant in Toronto, and has been adopted by several others in those cities and towns where there are the largest number of foreign visitors. A card in the windows announcing that the English goods on display are so much cheaper than they could be obtained in the United States is a forcible argument in favor of buying, and those merchants who have intelligently used this method have found good results. Sometimes it is applied to the manufactured article, and at others to the materials. In the latter case the goods are bought and made up into the proper garment in Canada. A good deal of English cloths of every variety are disposed of in this way.

GOODS CHEAPER THAN IN THE STATES.

"What can people from the United States buy in Canada at a price so much lower than in their own country that they would be glad to make purchases?" was the question I asked of one of Montreal's leading wholesale dry goods merchants.

His reply gives a wide scope to the merchant who wishes to place the right class of goods before the tourist. "If you asked me what they couldn't buy cheaper," he said, "it would take less time to answer. Both European and English goods come into Canada at a much lower rate of duty than when going into the United States. Under the preferential tariff, all classes of fine dress goods come in here from Great Britain at a duty of 26¼ per cent., about half as high—sometimes much less than half—as the United States tariff; and they can be sold at a correspondingly lower price. This applies also to

HINE PARKER & CO., LIMITED, LONDON, ENGLAND.

HOSIERS AND SHIRTMAKERS

"ECLIPSE" HALF-HOSE

HIGH SPLICED HEELS

EXTRA SPLICED INSTEP AND TOES

—o—

WIDENED HEEL AND INSTEP

WEAR GUARANTEED



THE TENSION ACROSS INSTEP IS OBVIATED ON ACCOUNT OF THE EXTRA WIDTH KNITTED IN INSTEP, THUS ENSURING PERFECT FIT

MADE IN ENGLAND

—BY—

BRITISH LABOUR

—FROM—

BRITISH FINGERING YARN

A FULL RANGE OF ABOVE, together with special numbers in Hose, Shirts and Pants, Vests and Combinations, Sweaters, Cardigans, Knicker-Hose, Jerseys, White and Colored Shirts and Tennis Shirts and Collars, in all the latest shapes,

—CAN BE SEEN AT—

THE BRITISH IMPORT CO'Y, 1 WEST WELLINGTON ST. (CORNER YONGE) **TORONTO.**

(CUFFE, POOLER, DOUGLAS & VAUGHAN)

ROBERT SCATES & CO.,

Importers and Manufacturers' Agents.

WHOLESALE DRY GOODS.

Special Values In

Woolens

Linings

Waterproof Coats



Ribbons

Flowers

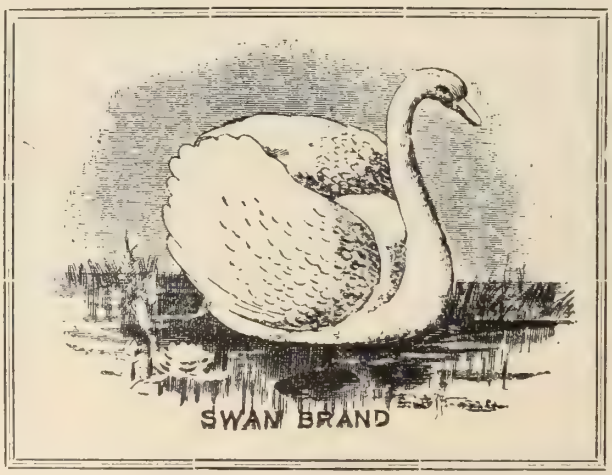
Feathers

98 CARLING STREET,

LONDON, - - ONTARIO.

LETTER ORDERS CARFULLY AND PROMPTLY FILLED.

PRICE LISTS ON APPLICATION.



DOWN COMFORTERS
COTTON COMFORTERS
WHITE CUSHIONS
WHITE COSIES
WHITE MUFF BEDS
BED PILLOWS
COVERED CUSHIONS
COVERED COSIES

THE TORONTO FEATHER & DOWN CO., Limited,

Factory, Office and Sample Room, 74 King St. W., TORONTO.

The Merchant and the Tourist—Continued.

silks, velvets, trimmings and large laces, all fabrics that will be in very great demand either this Summer or in the Fall. High-class underwear, imported, can also be sold much cheaper here. In fact, everything in the way of clothing, whether for men, women and children, when imported from the Old Country, is retailed at a much lower price than such goods would be sold at in the United States; and Canadian dry goods merchants can display these in their windows, with the prices attached, and be sure that they will surprise any American tourist who has bought such articles in his own country.

"Apart from British goods, there are the French voiles de Paris, which are now so popular. The duty on them here is 35 per cent., and in the United States about twice that. Fine French silks, satins, silk grenadines, and all of the finest silk warp goods from France can be bought in Canada cheap, compared with the price our neighbors must pay. I could go on enumerating different articles and materials as long as you liked, but there is no need of it. There is a splendid trade to be done with the tourist, I believe, and prices are the strongest argument, provided the goods are right, which these are."

A LITTLE UNRESTRICTED RECIPROCITY.

Goods of United States make are well liked in Canada, to judge by the quantities we import, and visitors from that country to the Dominion have shown an equal admiration of wares of our merchants. A high tariff only prevents us from exporting a good deal in the dry goods line to that country. This mutual regard for each others' manufactures is well illustrated in the case of two towns on the border between the Dominion and the Republic, one on the north side of the line, the other to the south of it. A newspaper is published in each place. The United States merchants advertise freely in the Canadian paper, while the Canadian merchants use the United States paper just as much. This has been going on for some time, and the advertisers apparently find it to pay. It is easy to pass from one town to the other all year around; and almost every day ladies of both countries make a trip "across the line," to the other town, and make purchases of what has been advertised, or of what they can get cheaper there than at home. There are Customs officers in both towns who witness all this; but they are kind-hearted, broad-minded and large-faced gentlemen, who consider that unrestricted reciprocity will not harm their respective countries, when taken in small doses. How the customers dispose of their goods in order to pass these genial officers is not for me to say, for they carry no visible parcels of any sort; but they look perfectly unconcerned, and greet the Customs man affably when they arrive in their own towns.

COULD GIVE POINTERS.

This trade is conducted in almost all lines of dry goods, and the Canadian merchants do not get the small end of it by any means. These same merchants could give their brethren in the trade in our large cities and towns some valuable pointers as to what United States visitors would buy, and how to catch the trade of the tourists from there. But the dealer who has the ambition to make something out of this trade will soon discover the right methods for himself. When he has found and put them into practice he will decide that the results have been worth the pains.

C. G. H.

DOING A GOOD BUSINESS.

The Royal Shirt and Overall Co. have an announcement in this edition in which they call the attention of our readers to their "Leader" overalls, explaining the leading features. Mr. Cohen, proprietor of this company, told THE REVIEW that business was in a most satisfactory condition and that they had never experienced such a demand for their products before. Those in the trade will find it to their advantage to communicate with this concern if they are after a reliable line in overalls, as their customers will appreciate this firm's goods. The American Embroidery Co. is run in conjunction with The Royal Shirt and Overall Co., and is manufacturing embroideries of all kinds. Applique embroidery is a specialty with this firm.

TAPESTRIES AT THE CORONATION.

Something like £250,000 worth of tapestry were, it is said, used in the new Coronation Hall and in Westminster Abbey itself at the Coronation. A London paper just before the Coronation gave the following particulars regarding one superb fabric, stated to be valued at £100,000:

"The hall, the exterior of which has been so successfully toned down into the semblance of age that it looks like a portion of the old Abbey itself, is to have a most interesting interior. Under the able hand of Mr. Guy Laking, the Keeper of the King's Armoury, the inside of the building will be given the appearance of an old baronial hall. Ancient armor will adorn the walls; between the mediæval windows helmets and breastplates and swords will be quaintly disposed in proper positions here and there the walls themselves will have very much the appearance of ancient oak.

"Rich historic tapestries—some of the most precious in existence—will adorn the hall and the theatre in which the actual Coronation takes place. One is a superb piece of Flemish tapestry, worth by itself £100,000. Indeed, this sum was actually paid for it when it changed hands some time ago."

PING-PONG POSERS.

If up-to-date you'll advertise
Ping-pong shoes and ping-pong ties,
Ping-pong cakes, and ping-pong clothes,
Ping-pong pills and ping-pong hose,
Ping-pong crackers, ping-pong soap,
Ping-pong cocktails, ping-pong "dope,"
Ping-pong cigarettes, cigars,
Ping-pong motors, ping-pong cars,
Ping-pong tea of ping-pong brew,
Ping-pong ice cream soda, too,
Ping-pong couches, ping-pong beds,
Ping-pong hats for ping-pong heads,
Ping-pong gowns, for ping-pong girls,
Ping-pong irons for ping-pong curls,
Ping-pong shirts, and ping-pong stocks,
Ping-pong watches, ping-pong clocks,
Ping-pong curtains, ping-pong rugs,
Ping-pong remedies for bugs,
Ping-pong hairpins, ping-pong nails,
Ping-pong carpets, ping-pong veils,
Ping-pong plasters for your corns,
Ping-pong whistles, ping-pong horns.
Ping-pong goods and ping-pong trash,
Why, then, you'll ping-pong lots of cash!

—La Touche Hancock.

RUBBER BOOTS AND SHOES.

The Canadian Rubber Co., of Montreal, have issued a new catalogue of rubber boots and shoes, which is about as complete as it could well be made. The book is one of 77 pages, neatly printed in colors and strongly bound. The illustrations, half-tones from photographs of the goods, have been carefully done, and give a good idea of what the goods look like. The booklet is not only an illustrated catalogue, but a valuable price list as well. Each article is priced, and any description necessary will also be found complete. Readers of this paper will find this little book useful to them in ordering, and should endeavor to obtain a copy by dropping a card to The Canadian Rubber Co.

How to Succeed.

A Business Man's View.

AN ADDRESS was recently delivered in London, England, before a gathering of young men. The speaker was a well-known business man, and his remarks were so interesting and valuable that THE REVIEW takes pleasure in reproducing a few of the most pointed of them:

YOUTH IS YOUR PRESENT GLORIOUS POSSESSION.

Value it. It is a time of vision—when we build our castles, and weave our romances, and dream our dreams; but it is also a time of possibility, of special opportunity, of enthusiasm, of quickened and unbounded life, when our characters are formed, and our destinies are determined. For, although I believe "there is a divinity that shapes our ends," I also believe that we ourselves have much to do in shaping our ends and determining our destiny.

And with this consciousness, I want for a few minutes to stand with you upon life's threshold, and to ask the question, "What are you going to make of life? How can you succeed?" For, I take it, we shall be in general agreement when I submit that it should be the resolute determination of every young man to succeed in life. He should early form a lofty and noble purpose, and then pursue it with persevering and courageous tenacity. A drifting, aimless life is a sorry spectacle. A youth without a definite aim is like a ship upon the ocean without rudder or compass, at the mercy of the wild tempestuous sea. It is impossible to overestimate the importance of having

A WELL-DEFINED, NOBLY-CONCEIVED AIM.

Let our aspirations soar high. We may probably fall short of them, but it is gloriously possible that we may rise above them, and it is absolutely certain that the higher our ideal the higher will be our life.

But supposing we have formed a life purpose, and that it is worthy of our best powers of mind and heart, the question naturally arises: How is success to be attained?

Well, first of all, it is not to be attained by merely desiring it. We do well to fix this in our mind as an unalterable fact. Visions never evolve into fulfilment except as they are translated into the practical details of daily duty. No man ever yet became successful by dreamingly contemplating his ideal.

Nor is success secured by spasmodic effort. Dash and brilliance may captivate and dazzle, and suggest in the minds of some great promise, but observation and experience show that permanent success is not achieved by fitful and capricious endeavor. There is no royal road to success. The road we have to travel is the highway of life, which is the common heritage of all mankind.

So then for our encouragement let us remember that

SUCCESS IS POSSIBLE TO ALL.

There is an open competition for the world's prizes. It is not, however, absolutely certain that we shall attain success. Many worthy and good men fail—we may; but it is nevertheless our duty as well as our right to strive for it, and to do all within our power to secure it.

'Tis not in mortals to command success,
But we'll do more . . . deserve it.

Let us see that if we do not succeed the fault shall not be ours.

I have closely observed young men for nearly 30 years, and have mixed intimately with them during that period spent in the heart of city life. I have seen men succeed, and I have seen men fail. And in most, if not in all cases, success has been achieved or failure experienced through circumstances largely within the control of the individuals themselves.

First, I would suggest that no man is likely to succeed who does not throw his heart and soul into his work.

HALF-HEARTEDNESS IS FATAL TO SUCCESS.

Said one to me who had attained great proficiency in the art of elocution, "The secret is to lose yourself in the piece that you are rendering." And so it is.

The reason why many young men do not make headway is because they lack spirit and grit. They appear to manifest no interest in what they are doing, and perform their duties in a listless, apathetic way. It is with them, so much work for so much wage. Not how much, but how little they can do. Their thought is rather for the hour of leaving the office or warehouse than to excel in the duties entrusted to them. How can such reasonably expect promotion or advancement? or be surprised when they are passed over and others selected? No, depend upon it, life's prizes are not thus won. We must put our heart and soul into our work if we are to succeed in it.

Self-improvement is another condition of success. We do wisely to acquire all the knowledge we can of the particular work in which we are engaged. There is always room for the man of ideas. So let us cultivate

AN INQUIRING MIND.

Be on the alert for information. Not be above being told. Let us take pains, do our best, and be ever seeking to fit ourselves for some higher niche. As a rule, such men are not overlooked. Let us perform our duties faithfully and well, not so much for the purpose of securing success, as for inward satisfaction, and the commendation of our own conscience. The conscientious performance of present duty is a never-failing preparation for some higher sphere.

Further, in the pursuit of success, punctuality must be cultivated and exercised. An unreliable man cannot expect to succeed; he does not deserve to do so. So I would that we should say to one another, "Be punctual. Keep your engagements." It has been well said that "Punctuality is the jewel on which the whole machinery of successful industry may be said to turn." Lord Nelson once remarked that he owed all his success in life to his being ready for every appointment a quarter of an hour beforehand.

But there is a further point I would strongly emphasize, and that is perseverance, without which lasting success is absolutely impossible. Many men of ordinary abilities, by their

PERSEVERING APPLICATION TO DUTY,

have risen to honorable and distinguished positions, while others, possessed of exceptional capabilities, through lack of this essential quality have failed to make their mark in life. It is the man who, to use Abraham Lincoln's wise maxim, keeps on "pegging away," that is most likely to achieve success. Do not let us, therefore, be easily discouraged, but rather regard every difficulty as an obstacle to be overcome, and as a stepping-stone to further achievement. Never give up. What appears insurmountable to-day may be comparatively easy to-morrow. Do not make the disappointing and fatal mistake that success is to be attained without effort and difficulty. You cannot pluck the fruit of success without climbing the tree, and the fruit cannot be reached without diffiulty oft repeated.

No man can be really successful unless he strives after and cultivates true nobility of character. He may win the world's prizes, and attain brilliant success, according to the world's verdict, but it is the "conscience void of offence toward God and man" that will yield real happiness, and it is the life dominated by Christian principles that is the successful life indeed. My closing word, therefore, is, "Keep your record clean."

The Merchants Counter Check Book Co., Limited

34 Colborne St., TORONTO.

Manufacturers of

Counter Check Books and Cash Sales Slips.

A card from you will bring either a Representative or Samples at once.

TELEPHONE MAIN 1956

THE KING SHIRT

PATENTED.



THE BEST UP-TO-DATE SHIRT MADE.

THE FAT MAN'S NECESSITY.
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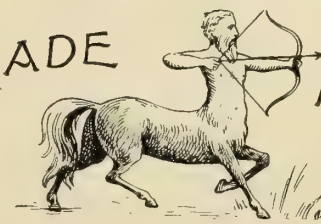
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The King Shirt Co.,

BELLEVILLE, ONT.

Latest London Fashion



TRADE  MARK Regd

RAINPROOF YET POROUS

A REVOLUTION IN WATERPROOF COATS.

Gentlemen,—

We have pleasure in introducing to your notice our "Deloraine Rainproof Coats," which possess all the advantages of a Waterproof without any of its disadvantages.

These Coats are absolutely Free from Rubber and other injurious chemicals and are not affected by climatic influences.

They are alike suitable for wear in sunshine or rain, are perfectly porous and permanently rainproof.

The process has the highest commendations from the Press, Medical and Scientific Gentlemen, and the public generally.

TO BE HAD FROM THE LEADING WHOLESALE DRY GOODS HOUSES IN CANADA.

WACKS BROS., Limited

Sole Manufacturers of the "Deloraine Rainproof Coats."

Burlington Works, LEICESTER, ENGLAND

Telegraphic Address— "WACKS" LEICESTER.

A B C CODE used, 5th Edition.

Contractors to H.M.S. Government and the War Office.

The Umbrella—Its Origin and Introduction.

For Persian dames the umbrella's ribs display
To guard their beauties from the sunny ray:
Or sweating slaves support the shady load
When Eastern monarchs show their state abroad:
Britain in Winter only knows its aid
To guard from chilly showers the walking maid.

Gay's Trivia, 1752.

OLD JONAS HANWAY little knew, when he brought his umbrella home with him from Persia and braved the jeers of robust people who rather liked being wetted, what a benefactor he was to the English nation. The custom of carrying umbrellas which he introduced must have done even more good than Magdalene Hospital, which he founded.

Umbrellas have come to be put to a variety of purposes, now it is not considered effeminate to use them. They are handy at the Exhibition for prodding fat beasts; elderly ladies and portly old gentlemen signal street cars with them—when there is no strike on; less amiable people find them admirable receptacles for stolen goods; "mashers" do not disdain them if they are rolled up tight and not brought into use and bulginess; some people even employ them for protection against the sun.

ORIGINAL USE.

The umbrella is properly a remnant of solar worship, and it is only the degeneracy of later times, and especially the levelling and democratic spirit of Europe, which has debased it to the paltry uses of keeping oneself dry and, with a few ancient persons who are not for that reason to be accused of sun-worship or Sabaistic heresies, of warding off the fierce rays of the sun. The robust people of old times did not want to be protected from sun or rain. They were too hardy and too much inclined to do nothing unless they could avoid it to care for the elements. If there was a very heavy tropical shower, they simply got under shelter. If the sun was too hot for work, they were glad of the excuse for being lazy. In any case, their occupations were such as precluded the use of the umbrella as a mere effeminate means of protection. Even now the farmer does not hoist an umbrella when he ploughs his fields or hoes his turnips; the primitive fisherman rather liked being wet than otherwise when he hauled in his nets.

The sun, the moon and the stars illuminate the world by the command of the Lord of the heavens, and disseminate their beneficient rays into all parts of the universe. To point the finger at them was considered a grave breach of respect and was thought to merit grievous punishment. Here we have the first notion of the purpose of the umbrella. Weak human nature is unable so to govern its actions as to be uniformly mindful of the celestial powers. In the common affairs of life men are constantly pointing in all directions, and might inadvertenly stare rudely at the moon, or the stars, or the sun, though there is not so much danger of that. In order to protect themselves against such thoughtlessness, and, moreover, to avoid the danger of unseemly actions and possibly disrespectful gestures in full view of the God of Day, the umbrella was invented. Consequently, when the article came into use, it was most generally used in fine weather, when the sun was high in the heavens, and thus was most liable to be offended. In rainy weather the danger was not so serious, for the great luminary covered up his face in clouds as with a veil, and it was not so necessary to guard against being rude to him. As a natural consequence, whenever it rained the primeval sunshade inventors put down their umbrellas and were happy. In later days sceptical people, who did not scruple to speak disrespectfully of the sun, let alone the stars, found the parasol convenient for keeping off the rain; and, when the pious were lowering their umbrellas, these heretical weaklings unfurled theirs to shelter their sorry bodies. Hence arose the modern desecration of the ancient implement of worship.

INTRODUCTION TO BRITAIN.

Few people realize how thoroughly modern is the umbrella. Jonas Hanway, distinguished as a merchant, a traveller, and a philanthropist, was the man who had courage enough to dare the impertinent gaze of a London crowd, the abuse with which he was sure to be assailed by the vulgar, either openly, or in a subdued tone, and the ridicule of the would-be wits, by being the first of his sex in the metropolis who carried an umbrella to defend his person from the descending shower. He carried one for 30 years and lived to see umbrellas come into general use. As he died in the year 1786, it is probable that he first walked out with his umbrella in 1756. They were introduced into Scotland later. We read the following note in Creech's Edinburgh Fugitive Pieces. "In 1763 there was no such thing known or used as an umbrella, but an eminent surgeon in Edinburgh, who had occasion to walk a good deal, used one about the year 1780." Already in 1783, umbrellas were much used in Edinburgh, chiefly made of glazed cotton cloth; warehouses were subsequently opened for their sale, and there arose a considerable branch of trade.

At Blairgowrie umbrellas were first sported only by the minister and the laird, and were regarded as perfect phenomena by the people at large. One day Daniel Morrison went to pay rent to Colonel McPherson at Blairgowrie house, and as a shower came on when he was about to return the colonel politely offered him the loan of an umbrella, which was accepted with many thinks. Daniel marched off, it is insinuated, with his head a few inches higher than usual. But whether or not this was a slander, only a short time had elapsed when the colonel was greatly surprised to see Daniel posting towards him with all possible haste, but still overtopped by his cotton canopy, which he held out, gravely exclaiming: "Hae, hae, Kornel! This 'll never do; there's nae door in a' my house that 'll tak' it in; my verra barn-door winna tak' it in."

The umbrella and parasol have done much to popularize

The boweriness and showeriness,
And rare delights of rain.

HEMP GROWING IN CANADA.

IN the time of the war with France the British Government sent hemp seed out to Canada. Some of this seed was sown on the Humber flats, near Toronto, and ever since that time it has been growing there each season, reseeding itself. From this it appears to thrive best in a damp, rich soil, such as river beds or marshes.

About three years ago the Ontario Government purchased seed for experimenting on the beaver meadows of Muskoka. The result of this experiment was not satisfactory, and the Department believed this was due to the seed. It is now making further experiments in order to see if the valuable commodity known as hemp fibre will not grow successfully in this country. It is, however, grown with success in Russia, where the climate is more severe than that of most parts of Canada.

Any place where it will reseed itself hemp would be a profitable crop. Little or no cultivation is required, and under ordinary conditions the average yield would be about a ton and a half to the acre.

The price paid is about $60 per ton. It grows to an immense height, about 12 feet, and fully an inch in diameter at the base. The process for preparing hemp for the market is simple and easy. All that is required is to break the stalk and separate the fibre from the woody or solid part. With the climatic conditions as they exist here and the abundance of soil of the nature favorable to the growth of hemp, it would not be surprising if in the near future hemp-growing was not extensively gone into by our farmers, and much land now unproductive employed in the growth.

Knox, Morgan & Co.

WHOLESALE DRY GOODS = HAMILTON, ONT.

FALL 1902.

We beg to announce that our arrangements for the trade this Fall are complete in every detail.

The purchases of British, Foreign and Domestic Goods are more varied, both in fabrics and designs, and consequently more attractive. Merchants selecting from our samples for Fall will find it an easy task.

In DRESS GOODS we are showing Plain Cloths in AMAZONS, SATTEENS, SERGES, ZIBILINES and POPLINS, and these are the prevailing makes for Fall.

VELVETEENS.—The Empire Quality in Blacks and all the leading colors will show unsurpassed value.

Our selection of FRENCH FLANNELS last Fall was a great success and we had many repeats. Our variety of patterns and colorings is larger and embraces both embroidered and printed designs.

LINOLEUMS and OIL CLOTHS, Imported and Domestic, have been increased for Fall.

WRAPPERS, BLOUSES, LADIES' UNDERWEAR ASSORTMENTS are strictly up to date.

The orders for MEN'S UNDERWEAR have practically been booked already, and we have pleasure in stating that our larger range has enabled us to book more orders than during any previous season.

In DOMESTIC FLANNELETTES and WRAPPERETTES and ALL STAPLE LINES we have a full variety and at prices equal to any.

SHIPPING AND LETTER ORDERS receive personal supervision.

SOME COSTUME CURIOSITIES EXPLAINED.

THE evening coats of our ancestors were brown, green or blue, according to the fancy of the wearer. It was Bulwer Lytton's book "Pelham" which changed all this and condemned future generations to a uniform sombre black for evening wear. In her letter to her son the author makes Lady Francis Pelham say, "Apropos of the complexion, I did not like that blue coat you wore when I last saw you. You look best in black, which is a great compliment, for people must be very distinguished in appearance to do so." Immediately after the publication of the book it was noticed that the wear of black dress clothes increased with a bound, and soon colors became quite unfashionable.

Black, as worn by the clergy, has a much more distant origin. When Martin Luther laid aside the monk's clothes, which had up to that time been his garb, the Elector of Saxony sent him a piece of black cloth. Black was at the time Court fashion, and Luther had a suit made of it, according to the prevailing cut of the time. His pupils followed his example, and henceforth black became the distinguishing hue of clerical garb. It was not, however, for many years afterwards that the cut of a clergyman's coat became in any way different from that of the laity.

The blue smock of the butcher has often aroused curiosity. The color was originally adopted by the Guild of Butchers in the Middle Ages at a time when each trade had its distinguishing color. But, while other guilds dropped their colors, butchers stuck to blue because bloodstains are less noticeable upon that color than upon any other. At a very early period blue was the universal wear of serving-men. It was then the cheapest of dyes. Sir Walter Scott, in his well-known poem "Marmion," talks of "an old blue-coated serving-man."

It is more than six and a half centuries since the first red hat was worn by a cardinal. At the Council of Lyons, A. D. 1245, Pope Innocent IV. granted this distinguished headgear to his cardinals, as an emblem that they ought to be ready to shed their blood for the Church. They were also given permission to bear the same hat in their arms. The cause of the Pope's grant was the fear that the Emperor Frederick II., who had just been deposed, was expected to rise again, and make a bitter war neeessary. At that time Church dignitaries often led their retainers to battle in person.

Those who had the good fortune to witness the Coronation no doubt noticed that the mitres of the archbishops differed from those of the bishops. The former have a coronet like that of a duke. This is an innovation of comparatively recent origin, and was first adopted by Gilbert Sheldon to distinguish the different mitres. It is probable that the title of "Your Grace," which archbishops have shared with dukes for a long time past, suggested the ducal form of coronet.

Before the reign of Charles II. judges wore either a velvet cap, a three-cornered hat, or a coif. But in 1660 the periwig came over from France, and the grave aspect which it gave to an otherwise commonplace face was appreciated at once by judges and doctors, who immediately adopted it. The former have stuck to it ever since.

Barristers, seeing how good was the effect of a wig, attempted to copy their seniors' example. But the judges had no idea of their copyright being infringed, and made things so unpleasant for their imitators that it was nearly half a century later before wigs were universally adopted in law courts.

While speaking of law courts, there are some people who do not know why a judge about to sentence a prisoner to death puts on the black cap. This cap, which is simply a three-cornered piece of silk, is a sign of mourning, and is the most ancient survival of any garment worn to-day. The text from 2 Sam. xv. 30 is said to be its origin: "David wept, and had his head covered."

POPULAR LINES IN CANADIAN RETAIL STORES.

"Coronation" fans to retail at 10 cents.

"Coronation" scarves for both men and women.

"Coronation" cushion covers.

"Coronation" notepaper and envelopes to match.

"Coronation" jewelery, in spoons, pins, brooches, etc.

"Panama" hats and shapes, both for men and women.

"Ping-Pong," with racquets of wood, skin and gut.

Bathing suits for men and women.

"Mother's Friend" waists for boys.

Negligee and madras shirts for men.

Keiser sets of embroidered stocks, cuffs and belts.

Shirt waists for women.

Straw hats in great profusion and variety.

"New Idea" patterns.

"Erie" shirt waist holder and dress support.

The "Rosalind" shirt waist and belt adjuster.

Woman's Summer dresses, lisle lace gloves.

Men's Summer suits.

Belts for men and women.

Hammocks, fancy and plain.

Fobs—gunmetal, silver and gold, also linen crash with buckle.

Mesh or net underwear, in linen, mixed, and cotton, for men.

Thin muslin stock collars adorned with two little tabs in front.

Lawns, pongees, muslins, chambrays, and all Summer goods in great variety.

Beautiful black parasols made of peau de soie, and elaborately trimmed with chiffon.

Washable four-in-hand stocks, stock part being of white pique and ends of colored madras.

Drop stitch or lace hose for men and women. Vertical stripes are more in favor than round rings.

SOME OF ISHIKAWA'S SPECIALTIES.

Japan taffeta has been selling readily, and there is a large demand for the same at present. These goods come in black white and cream and all the latest colors, and are used for blouses and dresses. Ishikawa & Co. are showing a large range of this taffeta in all widths for Fall delivery.

Ishikawa & Co.'s collection of handkerchiefs for Fall is also a large one, including hemstitched, tape-bordered, white and colored initial, colored-bordered initial, fancy printed, fancy colored and white bordered, for ladies and children.

A large range of embroidered goods is being shown by Ishikawa & Co., including various styles of embroidered and printed silk and satin cushion tops, table covers with knotted fringe, chair scarves and drapes in great variety. They are also showing black and fancy mufflers in square and made up styles.

Concerning Raincoats.

Warning.

THERE are many so-called Raincoats on the market—"Raincoats" that will not keep out an ordinary shower—that we are impelled in the interest of the Trade to warn Retailers against **inferior Brands.**

Your Customer.

You want to see your customers again ? Yes, but you don't want them to **come back complaining** that the coat let the water through the first time they wore it.

Don't be Misled.

The mere statement of a printed ticket does **not** make a garment rainproof, and on testing several of these **so-called** "Rainproofs" we find they have **never** been through any process at all.

Cut and Style.

That isn't all, though. When you have a good process, you **must** have a well-cut and well-made article that **will not** get out of shape after the first time wearing in a shower. Cheaply made garments **"cockle" and get out of shape** quickly, and after a little time they are no more like Tailor-made garments than **chalk is to cheese.**



This Trade Mark is a **guarantee** that you are buying the **best article** for the money that can be produced. **Birnbaum's Waterproofs** and **"Repellus" Raincoats** are **admitted** to be **thoroughly reliable, up-to-date** in style, **well cut,** a good fit, and **excellently finished. This is what is wanted by your customers.**

Price.

They can be had at the **same prices** as are asked for **inferior garments.** We **give** the retailer the benefit of our long experience, and ask no more for our goods, because it is easier for us to make well than to make badly.

Designs.

We do not publish our newest designs in this advertisement, for reasons which our customers will easily understand, but we shall be pleased to send complete pattern books and Illustrations on receipt of a letter. **Our Samples** are in the **hands** of our **resident agent, Mr. W. Scully,** 14 Leader Lane, **Toronto,** with whom **kindly communicate.**

B. BIRNBAUM & SON, Limited

Works:
Wick Lane Rubber Works,
BOW, E.

3B, CANNON STREET,
LONDON, E.C.

J. FRANK RIEPERT,

60 St. Peter Street, MONTREAL.

DIRECT IMPORTER

Japanese and European Silks

Fancy Goods ⚜ **Rugs and Mattings**

We have wonderful values in

Japanese

The above designs represent some of our which can be retailed at 25c., 50c. and 75c. In line of Ladies' Initial and Embroidered Hand- Gentlemen's Fancy Borders, to retail from





OUR JAPS AT WORK ON SILK HANDKERCHIEFS.

Handkerchiefs

great values in Silk Initial Handkerchiefs, connection with the above we show a complete kerchiefs; also all the Latest Novelties in 25c. up.

⚜ ⚜

Our representatives are now on their various routes, and will wait upon you shortly to submit our lines for your inspection, when we hope to be favored with your esteemed orders.

⚜ ⚜

JAPANESE SILK DRESSING JACKETS AND GOWNS FOR LADIES AND GENTLEMEN.

In these we are showing an extensive range of New and improved Styles and Makes. The Material, Fit and Making of these is superior to any ever shown.

SILK ART GOODS

Form as usual quite a feature again this season, comprising the Latest Designs in Art Silk, Silk-Embroidered and Hand-Painted Cushion Tops, Table Covers, Mantle Drapes, Chair Tidies, Piano Drapes, etc., etc., in Endless Variety.

CROWNING

School Supplies

LINES

OF

The Copp, Clark Co.

LIMITED

64-66 Front Street West, TORONTO

Scribbling Books

Exercise Books

Note Papers
Envelopes
Foolscap Papers
Examination Papers
School Bags and Straps
Slates and Slate Pencils
Lead Pencils
Erasers
Pens
Pencil Boxes
Inks

STATIONERY

Send for our Catalogues

Our GEMS in SCHOOL OPENING Supplies are becoming more BRILLIANT every day.

The Copp, Clark Co., Limited

TORONTO

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

HINTS ON DRESS GOODS OR SILK DRAPERY.

(Continued from June DRY GOODS REVIEW.)

A NEW and easily-constructed drape for silks, dress goods, or any soft fabric, is made after the following manner: First of all, the stands used in this idea are the same as those described in a former issue of THE REVIEW. They are simply two pine boards about one inch thick by eight or ten inches wide, joined together with two hinges. They are made in different heights (see rough sketch, Fig. 1). Goods are plaited in about two-inch plaits on this; plaits are drawn tight and pinned to floor (see Fig. 2). A coarse knitting-needle is driven into the stand and a simple drape is made of the balance of the goods (see Fig. 3). This may appear difficult on paper, but on experiment with the goods it will be found very easy to execute. When completed it makes a very effective drape.

In pleating the goods on this stand the easiest way is to take the end of the goods and fold it into, say, two or three inch pleats, lay it on the stand and slowly work it across the top of the stand, pinning each pleat. A large pin driven in with a tack-hammer will hold it securely.

Another new idea and one that has been adopted by all the leading trimmers throughout the country is the half-skirt form. These are made of papier mache. They stand alone. They are about the height of the average lady's skirt, and can be draped with any fabrics in various ways. The rough drawing shows the shape of them. They are made in rights and lefts and cost about $2 each.

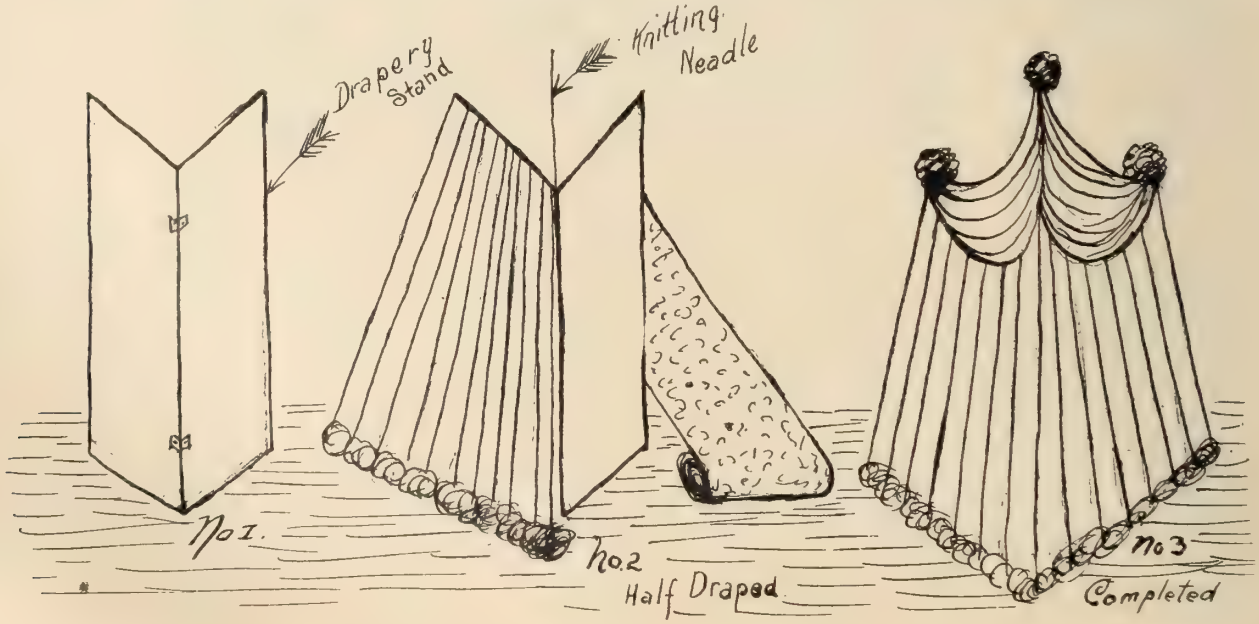
As a specimen of how a neat artistic window display can be made with these forms, the REVIEW presents the illustration A. The materials are just laid over the forms tightly and pinned in position. The illustration describes itself. Two



of these forms, a right and a left, can be placed side by side, and the whole skirt form shown, or else a front or rear effect.

THE REVIEW will be pleased to inform anyone desiring the address of the manufacturer of these forms, on a request addressed to window-dressing department of THE DRY GOODS REVIEW.

Illustration B is a novel trim made by a Montreal confrere and is a window trimmed with embroideries. The centrepiece was snowshoe shaped frames (9 x 3 ft.), placed 2 ft. 3 in. from plate glass. The frames were covered with embroideries. Nine-yard lengths were used and pinned continually on back of frame



"UNIO"

Range of

Souvenir Picture Handkerchiefs, FLAGS and Decorations



Largest Variety ! Best Designs ! ! Cheapest ! ! ! AGAIN LEADS THE MARKET.



No. 100—24-in., "THE IMPERIAL."
Also other lines.

Various Designs
from 7½d. upwards.

Flags, Various Pictures and General Range.

Samples and Illustrated Lists now issued all over Canada. See you get our goods. All bear our Trade Mark ticket.

ASK YOUR WHOLESALE HOUSE FOR THEM.

Brown, Graham & Co.

37 GLASSFORD STREET,

Also LONDON and MANCHESTER. —Glasgow

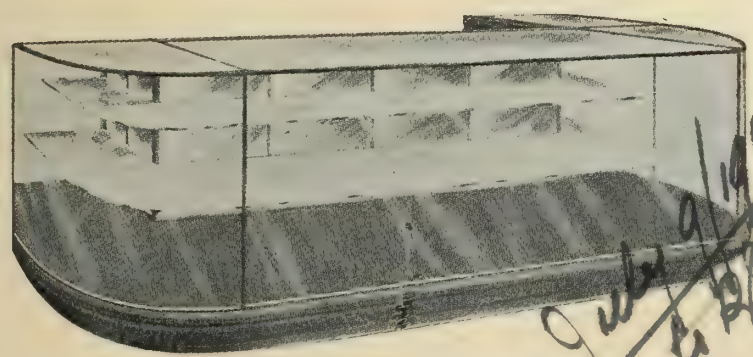
R. FLAWS & SON, Canadian Agents, TORONTO

"GOODS WELL DISPLAYED ARE HALF SOLD."

Dominion Show Case Co., Toronto.

— MANUFACTURERS OF HIGH-GRADE —

Interior Fittings, Glass Counters, Wall Cases OF ALL DESIGNS AND DIMENSIONS.



This is our No. 27 round end glass counter for the front part of store. Case made in oak, quartered or plain, walnut or cherry, and mahogany. Best British plate glass used throughout. British plate mirrors in back and in doors. Two British plate glass shelves 12 inches and 14 inches wide, edges polished, on adjustable nickel-plated brackets.

Don't Forget that we have an expert draughtsman who is at all times prepared to furnish you with plans, etc.

Did you ever know that the summer months is the best time you have throughout the entire year to remodel your store. The majority of your clerks are away on their holidays. Why not write to us for plans and estimates for those new fittings so long needed? We have a beautifully illustrated catalogue. Send for it. See illustration of some of our work on another page.

Office and Factory, 53 Richmond Street East.

Window and Store Decorating—Continued.

until the nine-yard length was finished. Colors scheme was black and white. Illustration C is a special display of men's collars which are linked together and fastooned. A small bone collar button is used in each collar. Three square pillars are covered with boxes of collars held in place by driving a large pin through bottom of box into the pillar. The principal feature of this trim lies in the tickets which are exceedingly well executed.

THE VALUE OF WINDOW SPACE.

THE window display is gradually working its way into its true sphere. When all merchants look upon this valuable aid in promoting sales they will regard it as a matter of spending money to realize posssible results from good advertising space, instead of grudgingly figuring the expenditure of time and money as expense.

If a merchant would just step out on the sidewalk, size up the space in the window, consider the number of people who pass by in the course of a day, and compare it with space in the local paper and its possible readers, he cannot help but reason the space as very valuable and the preparation of an ad. to fill it as highly important.

While the matter of beautifying enters largely into the trimming of the window it is purely a case of framing an ad., and that means bringing out the strongest points in each article or piece of goods displayed.

If it is price, it should be prominent. If it is style, the goods should be properly arranged to show it.

Whatever it is about the goods that is expected to appeal to the public most forcibly should be arranged most prominently, just as in wording and placing and spacing a newspaper ad.

While great progress has been made in window decorating during the past 20 years, the possible sesults to be realized through the show-window will only come about when every merchant reasons out the possibilities and convinces himself that this space is far too valuable to neglect, and when he is satisfied that it can be made to pay handsomely he will then set about to put it to proper use.

SOME DEFECTS IN TRIMMING.

THE chief defect in the art of window trimming to-day is the overdressing of windows. A simpler and broader treatment in display would give much better effects. This fault of overtrimming comes from the artist viewing his picture from too close range, not taking into consideration that an infinitude of small detail in form and color, which may be very beautiful when carefully studied out at close range, may take on quite a different aspect when seen from the middle of the sidewalk or from across the street.

In planning or working out a window trim, the trimmer should ever keep in mind the effect of the picture as a whole, when viewed from different points.

The professional window trimmer is usually a good colorist, for he would scarcely be able to reach that position without having a good eye for colors, but he is more often weak in a knowledge of correct form in ornament, and that is the reason we see so much of badly-designed and ill-proportioned ornamental forms in otherwise well-executed trims. The commonest art forms, oval, diamond, arch, scroll, pillar, etc., are often so badly proportioned as to be grotesque rather than ornamental.

The study of ornamental design trains the eye to recognize and the hand to execute that beauty of line and proportion necessary to artistic decoration.

Another great defect frequently seen is the use of dark colors in trim and background. This gives a heavy effect that takes away all the brightness of the decorative effect. A sombre effect is a thing always to be avoided in store or window decorations. Brightness, cheerfulness, and artistic beauty should always be the effect aimed at, and these are best expressed in light-color schemes.

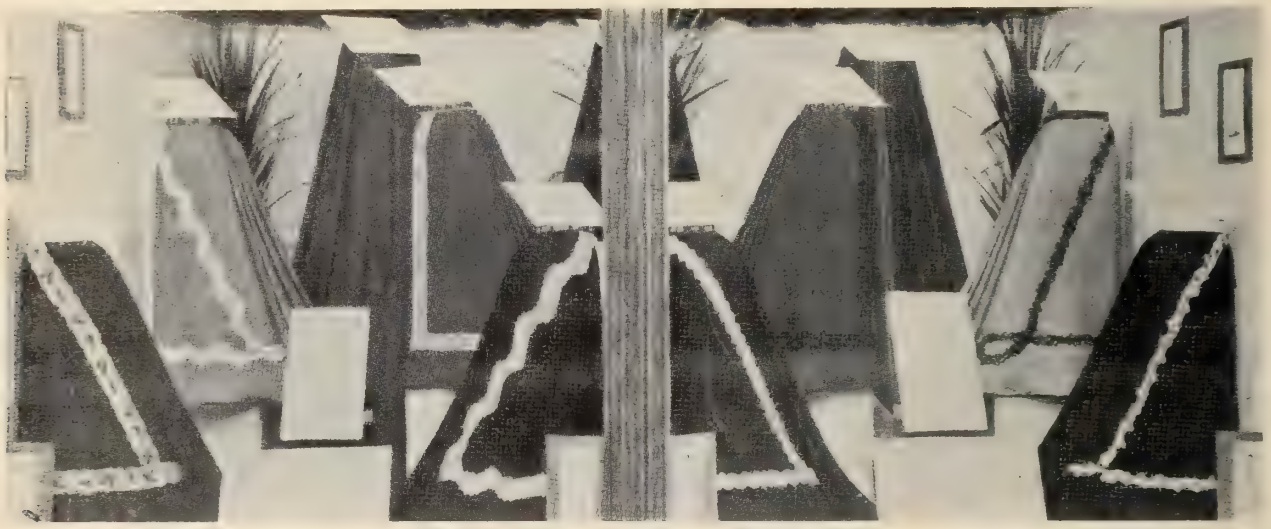


Illustration A—Display on Papier Mache Forms.

Still another great defect in trimming is crooked lattice-work. To be perfectly pleasing to the eye, lattice-work should be straight, the lines exactly parallel, and the meshes formed by the intersecting lines all of the same size and shape.

H. H.

A FEW HINTS ON WINDOW ARRANGEMENT.

THE importance of an attractive, well-dressed show window either in a wholesale or retail establishment cannot be over estimated, remarks a contemporary. A particularly well-designed display will attract a crowd at all times in any place, and a lasting impression is made on those who see it. Idle curiosity may be the only reason for stopping to view it, but if later on goods are wanted the memory of that window is very likely to draw the would-be purchaser to the store. For such reasons much attention should be paid to a handsome arrangement at all times.

To do this properly is the great question. Much depends, of course, on the window itself. The width, depth and height

Edward R. Buck,

MANUFACTURER OF

BUKTA, *REGISTERED*

Cricket, Tennis, and Football Shirts, Knickers, Trousers and Jackets — Running Costumes and Pyjamas — Cotton, Union and Wool Shirts and Shirtings — White, Dyed and Printed Wools and Flannelettes.

30-32 Hilton Street,

Manchester.

WORKS—MANCHESTER, and POYNTON, near Stockport.

Alfred Eaves

1679 Notre Dame Street,

MONTREAL.

THE BEST HOUSE IN CANADA FOR . . .

WATCHES,
DIAMONDS,
CLOCKS,
JEWELRY,
SILVERWARE,
Watchmakers' Tools and Materials.

The Latest Novelties and Handsome Articles Suitable for Presents.

WHOLESALE.

Correspondence Solicited in English or French.

DEBENHAM, CALDECOTT & CO.

77 York Street,
TORONTO.

LONDON: St. Paul's Churchyard and Welbeck St. West.
NEW YORK: 111 Fifth Avenue.
PARIS: 115 Rue Reaumur.
BRUSSELS: 16 Rue Des Boiteux.
MELBOURNE: 277 Flinder's Lane, W.
SYDNEY: 422 George Street.

Full lines carried in stock in Toronto in all lines of **SILKS, VELVETS, RIBBONS,** at import quotations. Samples of the latest high-class Novelties shown for direct importations.

Odd lines of SILKS and RIBBONS at stock-taking prices to clear.

Window and Store Decorating—Continued.

must all be taken into consideration. Boxes and boards are a poor substitute for a regularly-constructed series of shelves, but under deft hands can be made to answer. The groundwork being provided for, draperies next play an important part. There should be many different coverings available—white, black, crimson, maroon, green, blue, and a series of neutral tints—the one to be used depending on the wares to be displayed. Maroon is the most useful color, as almost anything looks well against it, except perhaps a maroon-tinted ware of a different shade. White and black are also very useful, but a soft grey will often be found the best. The drapery is simply an adjunct, and should always be the foil—not the attractive thing. Plain sateens are the best kind of material to use for ordinary wares. Silk plushes for rich goods serve to enhance their value. Crimped papers are sometimes available, but as a rule have a cheap look.

Another pretty arrangement is to take different shades of the same color, and, beginning with the lightest, work back to the darkest.

In grouping shades always keep the smaller to the front and sides. The large pieces look better in the centre and background. When the goods are in monotones or neutral tints one or two bright-colored pieces, if judiciously selected, will bring out and emphasize the whole display.

Clean goods and clean windows are absolutely essential, and experiments in order to obtain the best results should be made constantly.

MEN'S FURNISHING DISPLAYS.

It is most essential that a men's furnishing shop where fine goods are sold should have an attractive window. The planning of it should be most carefully done, and old ideas,

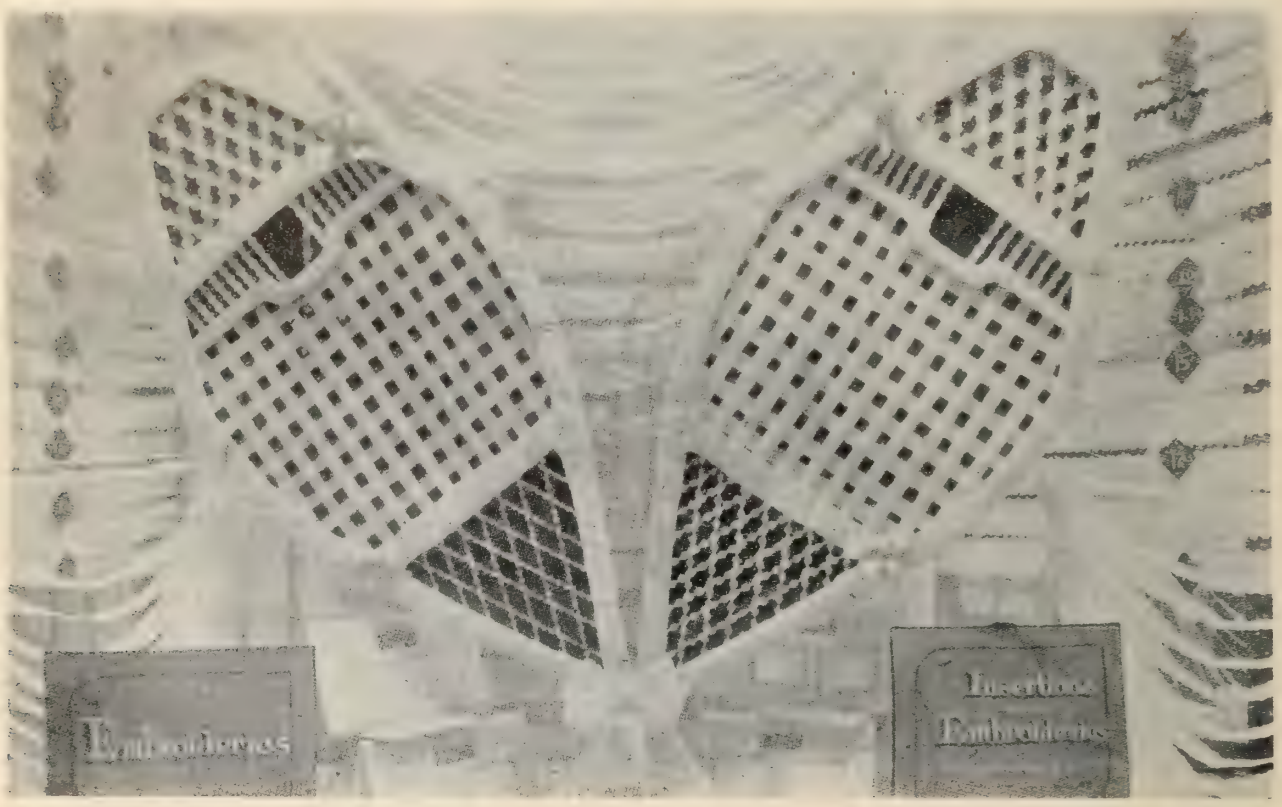


Illustration B—A Unique Embroidery Display.

Having decided on the shelves and draperies, the placing of the wares has much to do with the general effect. Size, shape and color are to be considered. Right here comes the one point where taste makes the decision. No amount of description can take the place of the eye where harmony of color or contour is in question.

It might be a good plan to try various people in the establishment to see who can make the best display. Sometimes an undiscovered genius lies in the person of one who holds a minor position. A saleswoman or a salesman who is neat and tidy and evinces taste in dress will often have an innate conception of what is requisite to produce the best results.

Frequent changes are necessary, even though the new arrangement will not be as good as the one it displaces. At times a few large pieces may be shown; at others the window should be well filled, but never crowded.

A pretty idea is to take one large piece as a central figure and group small pieces as an offset. A very effective method consists in using one bright color with no contrasts at all.

peculiar originalities and lavish ornamentation must be avoided.

It is the very plain, well-balanced scheme, in which hardwood and good glass play the most important parts, that not only looks best but wears best. Where the front does not exceed 25 ft., or is not less than 18 ft., the entrance should be in the centre of the front.

No outside cases should be used. They obstruct the view from the street, shut off the windows and the entrance and give the entire establishment a cheap look.

THE PROPER TREATMENT OF THE TRIMMER.

GIVE your trimmer a workroom.

Give him a complete outfit of facilities to expedite work.

That would be a good investment in many ways.

Give him a complete set of metal fixtures, as you will save enough on his time required to build wooden ones, and of

HARRIS & COMPANY, LIMITED

ROCKWOOD, ONT.

Established 1867



Incorporated 1899

EXCELLENCE

IN QUALITY, WORKMANSHIP AND VALUE.

SPECIALTIES IN

PURE WOOL GOODS,
LADIES' SUITINGS,
MEN'S OVERCOATINGS,
WHEELING YARNS.

Sole Selling Agents :

DIGNUM & MONYPENNY

27 Melinda Street
TORONTO

1809 Notre Dame Street
MONTREAL

Window and Store Decorating—Continued.

goods damaged in using the ragged, home-made articles, to pay for a set in a few months.

That would be economy.

Give him a few yards more of drapery material than you think is necessary. He does not ask for it unless he has a purpose in its use. It may mean a good many dollars added to the sales account.

That would be business.

Give him liberty from exaction of services outside his department, because you have discovered he is competent to perform them. Courteously request him to do extra work, and pay him for it. Never coerce him to do it under threat of losing his regular job.

That would be fair dealing.

Give him a bit of encouragement now and then. If you have frowns and frigidness to dispense, fire 'em at the rats in the basement, but never at human beings who are trying to do the best they can for you.

That would be good policy.

Give him time to get acquainted with his family and friends during nights and Sundays.

That would be sympathy.

Give him kindly criticism of his faults and friendly admonition.

That would be manly.

Then, if after a fair trial he proves ungrateful, discharge him. If he shows himself unappreciative, get him out of your sight quickly. If he discloses moral badness with no tendency to reform, turn him out immediately. If he manifests no interest in your welfare he is not entitled to your support.

In any case act deliberately, act justly.—Show Window.

TO KEEP FLIES OUT OF THE WINDOW.

PESKY flies will be bothering around in an annoying way from now on, says Dry Goods Reporter. We know of nothing more aggravating than putting in a nice white goods window, and, on going out on the sidewalk, finding a sprinkling of bluebottles ornamenting the space called the extreme front. It can be avoided. After you get your window thoroughly cleared out and ready for the trim, heat a large saucer over a lamp, place it in the centre of the window and pour on it a few drops of strong ammonia. Leave your door open and in ten minutes there will not be a fly left in the window. Furthermore, they will not return for some time. Another way to get rid of these beauty destroyers is to paint all around the outside of your door with a brush dipped in coal oil or kerosene. Either way is a considerable improvement over sheets of fly paper strewed about.

AN UMBRELLA WINDOW.

A showing of umbrellas is in order. The stock must be at its best now. 'Twixt sunshine and showers there's need for them pretty much all the time. If you have no regular umbrella display racks, says Dry Goods Reporter, you can make holders of whatever shapes your fancy dictates, either semi-circle, angular or what-not, and fasten them into position against the background or base of the window. To secure the umbrellas on the holders, bore holes or turn in two screweyes, one above the other, about three inches apart for each umbrella, of a size that will allow the top to drop down into them. Put such a rack containing some of the best umbrellas in the centre of the base. Dress two display figures in mackintoshes and place one at either side of the window. Make a design of umbrellas on the background. Put some partially opened umbrellas on the base and perhaps a few stands of them fastened together in the shape of a tripod, and you will have a window that will hold a person on a rainy day. Don't forget the price tickets, nor descriptive card when curosity of an onlooker can be aroused so as to bring him into the store.



Illustration C—A Collar Display.

No Change of Government, Revolution or Earthquake Ever Changes This Reign.

COTTON is always KING

Staple Lines of Cottons made by **The Dominion Cotton Mills Co.**, Limited, and sold by

BROPHY, CAINS & CO.

Bleached Shirtings, Cambrics, Lining Cloths, Sheetings, Pillow Cottons, Ducks, Drills, Cantons and Grey Sheetings; also

WHITE QUILTS, TOWELS and TOWELING.

In the well-known **Magog Prints**, manufactured by **The Dominion Cotton Mills Co.**, Limited, we carry standard lines of Fancies, Anilines and Indigos; also Salisbury Suitings, Wrapperettes, French Twills, Swansdowns, Cretonnes, Ladas and Magog Tweed, Heavy Moles, Sleeve Lining, etc.

BROPHY, CAINS & CO.

MONTREAL.

HE IS A COLONIAL—

GIVE HIM A FRONT SEAT.

What a record the Colonies and the

Colonial Bleaching and Printing Co., Montreal,

have made for themselves in the past three years!

Among the leading lines for **Fall 1902** which we are showing of this Company's manufacture are:

27-28 inch Printed Flannelettes in Dark Fancy Colors, Napped Back and Cashmere Face.

28-inch Double Napped Flannelettes in Light and Dark Colors for Fall Blouses and House Garments.

28-inch Fancy Twill Flannelette for Wrapperettes.

31-inch French Twill Flannelette, **fine cloth,** for Wrapperettes.

28-inch Navy and White and Black and White Ducks for Summer Costumes and Youths' Summer Clothing.

The well-known Kitchener Tweed.

Light Moles, 27 inch.

Heavy Moles, 28 inch.

Extra Heavy Moles, 29 inch.

BROPHY, CAINS & CO.

Montreal.

A strong feature of your business and one that requires careful watching is your

Lining Department

Staple Linings, such as Foulards, Cambrics, Silesias, Surahs, Linenettes, Percalines and Canvas should always be in stock.

We carry all the best ranges of these goods made by

The Montreal Cotton Co., Valleyfield

Then, what is known by the manufacturers as **Fancy Lines:**

Plain Sateens in Fast Black and Colors, Mercerised Sateens in Fast Black and Colors, Silkaline, Silkettes, Duchesse Percaline, Peau de Soie, Pan Satin, and Spun Glass. These are also made by the

Montreal Cotton Co., Valleyfield,

and special attention is asked to their **New Line, Fast Black Watered Moreen Skirting,** the latest Lining out in New York and London.

This Company also make

a complete range of **VICTORIA LAWNS,** both in White, and Fast Black, **India Mulls, Swiss Checks, Satin Checks, Fancy Stripes, Spot Muslin, Book Muslin and Apron Lawns.**

Our turnover in MONTREAL COTTON CO.'S goods for Spring 1902 exceeded all previous seasons.
We want to do better for **FALL 1902**

Brophy, Cains & Co., Montreal

Cotton is the Backbone

of the Dry Goods business.

(You wouldn't be worth much, physically speaking, without a backbone.)

Manufacturers Mix Silk with Cotton, Wool with Cotton, Linen with Cotton, Jute with Cotton, but the

MERCHANTS COTTON CO., MONTREAL, MANUFACTURE FOR US

Pure Bleached Cottons, Bleached Cambrics, Bleached Twills, Bleached Interlinings, Madras, Grey Cottons, Extra Fine Grey Cottons, Grey Twills, Drills, Sail Ducks and Standard Ducks, Butter Cloth, Cheese Cloths.

Plain Grey Sheetings in 6/4, 8/4, 9/4, 10/4 and 11/4.
Twill " " " " " " " " "
Plain Bleached Sheetings in 7/4, 8/4, 9/4 and 10/4.
Twill " " " " " " " "

Plain Pillow Cottons in 40 to 50 inch.
Light Circular Pillow Cottons in 40 to 50 inch.
Heavy Circular Pillow Cottons in 40 to 50 inch.

Pillow Slips, Light Circular, 40 to 50 inch.
Do. Slips, Heavy Circular, 40 to 50 inch.

Brophy, Cains & Co.

MONTREAL.

WOOLLENS and TAILORS' TRIMMINGS

We cordially invite the merchant tailors to pay us a visit and

Inspect Our Stock or Samples.

Fall 1902

Preparations for Fall Trade are sufficiently advanced to warrant the statement that our stock for the coming season will not only be the largest and most varied we have ever shown, but, as regards NOVELTY, STYLE and VALUE, unsurpassed in the Dominion.

Orders through our representatives, who are now on the road, or by letter direct to the house, will receive our prompt and careful attention.

A. McDOUGALL & CO.

168 McGill Street,

MONTREAL.

Branch Office at Corner Bridge and St. Joseph St., Quebec.
Agents at: 86 Bay Street, Toronto.
Truro, N.S.
Pugsley Building, St. John, N.B.

Sole Agents for . . .
The Celebrated Tyke and Blenheim Serges.

BATTING

Guaranteed free of threads and other weak and lifeless stock

North Star, Crescent and Pearl Cotton Batting

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not of shoddy. Ask for **North Star, Crescent, and Pearl Batting.**

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants.

181 and 183 McGill Street, MONTREAL

SPECIAL SALES.

The Pros and Cons of Merchants as to their Value.

IN VARIOUS parts of Canada merchants are conducting numerous kinds of special sales. Here are some of the names under which these sales are conducted: Alteration sales, building sales, fire sales, moving sales, dissolution of partnership sales, remnant sales, stock-taking sales, anniversary sales, white goods sales, mid-summer sales, red, black or blue tag sales.

The old "Selling-out-at-cost" sale and its neighbor, "Going-out-of-business" sale, together with a number of equally well-known names of sales, are, of course, still doing duty. Then there are some others not so well known, such as the "Excursion sale." The merchant charters a steamboat and for two weeks gives with every purchase an excursion ticket. A programme of athletic events for the occasion is arranged, and the prizes usually are "Our" regular $3 silk umbrella and "Our" celebrated $2.50 hat, etc., the goods being displayed in the window, together with an invitation to go to "Our" picnic. The store is closed on excursion day and these affairs, judging from reports, have the usual success.

"Good Roads Sale," in which the merchant announces he will donate a sum of money for road-making wherever his customers desire it and they are to express their wish by vote at his store. The piece of road which receives the largest vote secures the money.

Another old voting sale is giving a prize to the most popular baby or young lady. This appears to be dying out as we have not heard of many of these contests of late.

"Guessing sales" continue to thrive. The last guessing sale was a contest with a prize awarded to the person guessing nearest to the majority of the candidate in the recent Ontario elections. Every customer was entitled to a guess. This is on a par with the old game of "beans in a jar."

There are hundreds of other names for special sales and possibly our friends in the trade will tell us some of them.

THE REVIEW has recently written to or interviewed a number of retail merchants in regard to the question of "Special sales." Subjoined is the result.

J. F. Finnerton & Co., Glenboro, Ont.

We, as a rule, have lines every week which we are desirous of clearing. These we put to the front, and the clerks are instructed to show them to every customer they wait on. In most cases we get the cost out of the goods, and in this way keep our stock in good shape. We carry on a general business and we change around every week and make up our specials out of lines we want to clear in the different departments. We are the only store in this town that has special sales.

Steacy & Steacy, Kingston, Ont.

We may say at the outset, after an experience of over 21 years in business, speaking locally, of course, that special sales in Kingston have done more to embarrass trade here than even price-cutting, which is bad enough in itself. We believe, of course, in end-of-the-season sales to dispose of one's surplus stock of Summer and Winter goods, and even an occasional sale during the seasons to clear up odd lines; but to hold special sales from week to week, or even semi-monthly, and make a business of it, we consider is against the best interest of every dry goods firm in business here.

Things are different, of course, in large centres, with big department stores. There they have the population to draw from, and when they make a special ad. of one line or more the people look around and buy other things as well. But here it is entirely different. The people come out specially to buy what you advertise; they simply buy that and nothing else. This we have proved time and again. Another feature in regard to special sales is that the people hold off buying certain lines of goods in the hope that these goods will be sold at cut prices.

It is hard to make a set rule for any particular locality, as people have to simply adapt themselves to their surroundings. Probably what might apply here would be different in another place, even in a place of the same size.

A. A. McKay, Queen Street East, Toronto.

I very much doubt if special sales ever were profitable. In my own opinion, they unsettle a man's customers in paying a fair price for goods, and the trade he receives at these sales is from a shifting, unstable class of customers, who are known as "bargain-hunters." They never stay at any one store, but run around wherever they think cheap goods are being sold.

Then, again, a merchant has to consider the class of customers he is catering to. If they demand and have been accustomed to this occasional excitement, he may be forced to follow this method of doing business, for some merchants are driven to these special sales by their competitors. Yet if a man can keep out of them I do not think he will lose much, providing he has a good reliable trade and his customers are willing to pay a fair and reasonable profit for good service. This is the class of trade there is money in for the merchant.

The "bargain" class never made any money for the ordinary dealer. There are some stores, no doubt, in certain localities who can conduct profitable special sales because of their advantage in buying large lots of goods at very low figures. The department stores are best situated for running a sale of this kind. They have the means to advertise them well, on account of the great quantity and variety of their stocks. Regarding the ordinary merchant, who has the confidence and respect of a good class of trade, conducting a steady, profitable business, it is doubtful if it is wise on his part to have special sales unless he is compelled to do so by circumstances.

James A. Kavanagh, Prescott, Ont.

My opinion of special sales is that if they are properly conducted, that is in the way of truthful advertisements in local papers and small bills, they can be made profitable to the storekeeper provided he has a really meritorious article for sale.

The reason that so many of the so-called special sales are failures is that they are in the nature of fakes, gotten up to deceive the public and hurtful alike to store and storekeeper.

To make a special sale a success, the goods offered must be good, what the people require, and not in any way misrepresented. If special sales are held along these lines they will advertise the store and be profitable to the merchant.

C. E. Coatsworth, Parliament Street, Toronto.

Special sales are profitable to the merchant toward the end of the season, to clean out his odd lines of goods rather than carry them over until the following season. In doing this, he derives considerable trade for regular goods. All cus-

JOHN M. GARLAND, SON & CO.



WHOLESALE

Dry Goods, Woolens and Carpets,

Cor. QUEEN AND O'CONNOR STREETS,

OTTAWA, CANADA.

We carry one of the largest, best bought and best assorted stocks in Canada. It will pay you to try us for your Letter Orders which we always ship promptly.

A few Specials for Autumn 1902:

Woolen Department

Fine Twill Serge, pure fine worsted stock, Indigo Dye, London Shrunk, 56-in. wide, warranted to stand its colour in any climate. Best line in the trade that can be retailed at $2.00 per yd.

Silk and Dress Goods Department

"STERLING" Velveteen, a large range of shades, to retail at 50c. per yd.

"ZIBELINE" Dress Goods, in a large variety of colourings, to retail at from 25c. up.

Women's Furnishing Department

"BB" Special 1/1 Rib Cashmere Hose, sizes 4 in. to 10 in., to retail in women's sizes at 25c. per pair.

"D" Plain Heavy Pure Cashmere, 4½ to 10 in., to retail at 40c. Extra value.

Grand value in Flannelette Wrappers, well made, attractive in style, will retail for $1.00.

Men's Furnishing Department

We carry six or eight special lines of ready-made Trousers, on which we have built up a large trade. They are full sizes and our own make. Taking into consideration the make and material, these lines are unequalled. There are no better sellers at $1.25, $1.50, $1.75 and $2.00. Well made, of heavy strong All-wool Tweeds, in the following weights: 10-oz. and 12-oz. Grant's 16 oz., in 6 patterns; Grant's Special Double Twist, in 3 stripes. Two lines of All-wool Etoffe—the low line is the best in the market, and our 16-oz. untearable has made a reputation for itself, retailing at $1.75 per pair.

Special Sales—Continued.

tomers do not come for the bargains only, but frequently see and purchase other goods in which there is the regular profit.

Special sales attract attention to the business and give the customers the impression of good values at that store.

In order to be successful it is necessary to have seasonable goods and reasonable prices. A few lines must be sold as "leaders" in order to attract the attention of the buying public, who know values when they see them, and are quick to appreciate genuine bargains.

Use the best mediums to make your sale known. Advertise it well among the people you would naturally expect to buy from you. There cannot be a successful sale unless people know about it. Make it known in your store's appearance at the time with large announcements. If you don't enthuse over it your customers will not. At the same time do not use too extravagant terms, or the stereotyped phrases of "Best in the world," "Cheapest ever offered." Have, however, something out of the ordinary if possible.

Toward the end of the season every shrewd buyer can always pick up from the jobbers odd lines of goods on which he can make a run at a price, and there is no question but in so doing he helps the business generally.

H. G. Broderick, St. Thomas.

I do not believe in special sales, unless for the purpose of running off an over stock of undesirable goods, when perhaps the first loss is the best. As an advertising medium I have no use for it. This putting on the market special lines of seasonable dry goods for a few days at sacrifice prices and then withdrawing them is often the cause of much dissatisfaction to customers. It is misleading, and to my mind a business that cannot be made successful without resort to misleading principles seldom reaches the success desired.

My method is to do business on straightforward business principles. It may not make the greatest show, but it tells in the end.

E. P. Cuffe, Norwood, Ont.

Regarding special sales, and how to conduct them, I find them a decided help to business, but feel that if held frequently or regularly they would soon lose their good effect, as our customers would wait for them, and thus injure the regular trade.

In my own experience, it pays best to buy special goods for leaders, adding such lines as are slow sellers, or are going out of style, at a price that will compel them to sell. It is more profitable and much easier to sell goods just when the style is going out at half the price, or half the cost, if necessary, than to hold them for a few years and then do so.

I think an occasional day of genuine bargains does more to boom and advertise a business in a small town than weeks or months of small reductions.

J. A. Stewart, Exeter, Ont.

In a village the size of ours, where we have little or no transient trade, I do not approve of special sales. In cities and large towns the special sale is all right. We use the local papers, quote prices, and change our advertisements every week. In addition, we mail a Spring and Fall circular, in the form of a catalogue, to every household within a radius of 15 miles, and find good results from the same.

"Anonymous," in Village of 700 People.

I am not at all conversant with the manner of conducting special sales, never having had occasion to do business in that way. In a small country town, where you are doing a steady farmers' business, you have not the same chance to run off a large quantity of one line. Consequently you are not in a position to buy a large quantity to get it at a price much lower than usual. And unless you can startle a farmer with something that he knows is a positively large reduction from ordinary price, your special sale will fall very flat. In the larger towns it is, of course, different.

I do not think it is good policy to take some line and sell it away below cost for one day and then put it back to the usual price next day. It causes some dissatisfaction among regular customers, as they think a dollar is as good one day as another, and do not like the thought of their next neighbor getting a certain article cheaper one day than they have to pay the next.

Discussing prices is quite a topic among farmers, especially the women folk.

John T. James, Bridgeburg, Ont.

Speaking generally of the special sales as we have them to-day, they are an injury to trade. Undoubtedly the purchasing power of the Canadian public is limited, and any method adopted by business men, either wholesale or retail, to push trade beyond that capacity must result disastrously to the trade. Past experience has demonstrated this to be true beyond question. What is the object of special sales? Presumably to sell goods that would not otherwise be sold, or else to sell them at an unseasonable time, in order to keep busy during the quiet season. In either case there must be a sacrifice, or a pretended one, as an inducement to the public to buy when they don't want to. Is that sound business, selling goods at a sacrifice out of season that would sell later in season at normal prices? Even clearing sales after seasons have an injurious effect on the next season's trade.

If at the close of the Spring season I buy from a jobber or manufacturer some clearing lines or overmakes, I will require that much less in placing order for the following Spring. I don't sell any more goods, because the other fellow has got the same, or similar cuts, and is keeping step with me.

Special sales, from their very nature, can never benefit the trade generally, and only tend to foster the disposition to look for bargains all the time. If any man can get a patent on special sales he may make some money, but the trade will suffer thereby.

The only way to build up a sound, permanent business is to buy carefully, advertise judiciously seasonable goods, live up to your ads. and quietly give your regular customers the benefit of any reductions you may make on unsaleable lines. This course will win out every time against special sale and similar methods.

The volume of trade in Canada will never be increased by special sales; it may be increased by the development of our magnificent natural resources, to which we business men should give some attention, as frequently pointed out in THE REVIEW.

W. F. Haygarth, Canfield, Ont.

I think special sales pay, because I have tried them They pay, because you can keep your stock clean when lines get broken and down to a few. And sometimes you can buy goods at less than regular price; then you can bunch them all in a lot at one price. If I do lose some money on the lines that are broken, I think it is all right, as I had sold the goods at regular profit until they got broken and only a few were left. I can keep my reputation of keeping nice clean stock. When I make these special sales I get the goods together and write an advertisement, tell the people what good value they are and why they are reduced; and I have had some success.

Bell & McEachern, Stayner, Ont.

Special sales! Why, yes, we're right in the midst of the biggest in our history. How should they be conducted? 1. Have the goods. 2. Give the values. 3. Advertise. 4. Advertise intelligently. 5. Advertise truthfully. 6. Advertise everlastingly. But be sure you have the goods and the values



Cash moves the world.

Intelligently handled it moves more for some people than for others.

Cash moves leather and wool into the H.B.K. factory to better advantage than to any other mitt and glove house in Canada.

It moves sealskins direct from the ice floes of Labrador to this factory.

It moves buckskins direct from the Llamas of South America.

It moves wool from the sheep's back straight to this factory.

It moves linings, ducks, corduroys, etc., direct from the looms to the H.B.K. factory.

It saves all **middlemen's profits**—the **tanners'** and **dressers'**.

It puts **more value** into H. B. K. gloves, mitts and clothing than any other lines of similar goods in Canada.

That's why so many **H. B. K.** mitts, gloves and clothing are wanted in every part of Canada that the H. B. K. factory has doubled its output every year for three years back.

If you want the best for trade and profit you need a full assortment of H. B. K. goods for Fall 1902.

The Hudson Bay Knitting Co.

30 St. George Street, MONTREAL.

Special Sales—Continued.

to back it up. As mediums to reach the people we use: 1. Circular letters. 2. Posters. 3. Full page ads. in local papers (changed every issue). 4. Window displays, changed at least every week, often more frequently. The last-named is the best advertising medium we have. Newspaper cuts are good, word pictures are good, but there is nothing like the real live article attractively displayed and frequently changed.

Sorry we have not time to say more, for we have scarcely touched the core of the matter.

Grosch & Pfeffer, Milverton, Ont.

Special sales are of great benefit to a general merchant if conducted properly. We have a special sale once a year for two days only. We get out large sheets advertising fully the bargains we intend giving; but only a few days before the sale. We work hard to get the stock in proper shape, bringing out the slow sellers. Then we mark at ridiculous prices everything on the tables and counters, with price-tickets on each article. We then employ a large staff of clerks for the two days, and the result is surprising.

Dundas & Flavelle Bros, Lindsay, Ont.

We fear we cannot give you any special information, as we have always avoided any excitement as far as possible in conducting our business. Our own ideas are that where special sales are one of a store's features customers do not have the confidence to buy at any other time except at these sales, and one's trade is done only at these special times, which means that the steady trade which should come to a large store seeks other sources where shopping is done in a quieter way.

We have special sales, such as our white goods sale, linen sale, remnant sale, but these are annual fixtures and do not affect our ordinary business. These sales are advertised in all our papers, extra space being taken. Our mail-order customers are all advised by a printed list, and our town is covered in the same way. If it is our white sale we decorate our whole store in white—windows and all departments, making everything else a back number. White goods sales of the last couple of years have not been as successful as in former years, and we have almost cancelled it for the coming Spring.

W. G. Murphy & Co., Carberry, Man.

We find there are many disadvantages as well as advantages in connection with "special sales." Our experience has been that when a credit and cash business is being done, the difficulty, we find, is that the credit customers want the goods on sale on credit at the same price as the cash customer. We also find that in a town with a population of 1,200 or 1,500 our newspaper circulation is just weekly, consequently a "special sale" has to be advertised a week or two ahead, and, should the weather be unfavorable on the day given, our special sale proves a failure.

There are people (bargain-hunters) who always wait for these "special sales," and are so accustomed to them, are educated to expect goods at cost and under, and it is almost impossible to do business with them after the sale is over, as they want the goods at sale prices.

The above are a few of the disadvantages of "special sales" which we have to contend with.

But, on the other hand, these sales are a good thing for clearing off an overloaded stock and for getting rid of goods which are out of date.

I think a great many special sales are forced on some of the merchants as a means to raise the necessary money to satisfy the demands of the creditors.

In regard as to how they should be conducted so as to be profitable, I might suggest a special sale of one particular line of goods, say hosiery or handkerchiefs, in order to draw the customer to the store, and then, by introduction of other goods, a profitable sale might be the result.

Advertising special sales has a tendency to keep the merchant's name before the public and with this one exception our experience has been that "special sales" are not profitable.

HOW A DROP SALE IS MANAGED.

MONEY is a mighty convenient article, but to get it keeps one busy. It is then hard luck if one can't keep busy. How to keep busy, busy in the sense of money-making busy, and not meddling busy, is a problem—especially on a hot day, and above all, for a dry goods merchant. People are listless; they won't be disturbed. Extra efforts must be made by the retailer to arouse customers from lethargy; if the retailer doesn't shake himself, and wake the people the repair man will have a heavy bill against him for shelves broken down by the weight of goods unsold.

The merchant in the small village who has no competitor and who doesn't "go after" business, because his customers come in and ask for what they want, has an idea that his trade will not bear drumming and that he will get the business anyway. He keeps in stock the staple articles which are in demand every day in the year and manages to keep fairly busy all the year round. He doesn't stop to consider that he might increase his trade by "going after" it. To be sure he might have to hire an extra clerk or two, but he would make enough profits on his enlarged business to pay him for his extra outlay.

What holds good in the country, is also the rule in the city, only the conditions and methods for bringing in the trade may differ somewhat.

The trade must be stimulated. The merchant must see to it that he gets his full share of the business. It is true that he will always get some of the business, whatever be the efforts he makes; it is true, as well, that he will never get it all though he employ the most extraordinary means. The customers must be told their wants; he must be prepared to fill these. How to accomplish this is his problem.

The Chicago Dry Goods Reporter tells of the methods employed by a successful house which manages to keep busy all the year around.

Every store without exception will always have a lot of goods at the middle of the season which do not meet with public favor. These goods, if they don't meet with ready sale when they are new and fresh, certainly will not sell any better when they have been carried over a year and look soiled and shopworn. Gather all such articles together at the beginning of June. At the same time procure from the jobbers odds and ends of desirable goods at a large discount. Make an average price on the whole lot of the same kind of goods and make it high enough, say, just to come out even, or with a good margin. The price is low enough to sell the goods. Then don't be afraid of telling the customers exactly what you are doing. They know your stock so well that when they go into your store they will recognize on your bargain counter, for instance, a piece of dimity for which you used to charge 15 cents per yard. The price on it may now be 9 cents or 7 cents. They know it is cheap for that quality and they buy it. The same way with lots of other articles.

But June is not only a month for "odds and ends sales." There is any amount of little things that your trade wants during this month and is willing to pay good prices for. All you have to do is to let them know that you have got them and at the right price. You can sell an enormous lot of women's furnishing goods, such as laces, embroideries, neckwear and ribbons, and then on top of that articles for Summer outings, such as hammocks, bathing suits, bath towels, porch pillows, etc.

During the month of July you can hold what we may call a "Drop sale." Gather every short length of piece goods

NISBET & AULD

TORONTO.

MEN'S and WOMEN'S
HIGH-GRADE WOOLLENS

TAILORS' TRIMMINGS

— AND —

TAILORING SILKS.

Complete ranges of our celebrated "DEVONIA" and "INVERONA" serges and twills carried in stock.

SELLING AGENTS

Famous Oxford Tweeds and Homespuns.

HOUSEHOLD LINENS.

We carry a complete assortment of the well-known Scotch makers, Erskine, Beveridge & Co., and in Fancy lines we show choice goods in British and continental makes.

Letter and travellers' orders have prompt and careful attention. Samples supplied the trade.

NISBET & AULD.

together and every article of which you have only one or two sizes left. Then take out of the stock goods which have become a little soiled on the edges. These you can cut up into shirt waists or children's dress lengths and put them in with the lot. When you have all these odds and ends together your stock is reasonably clean. Then you can advertise a whole week's sale, beginning on Monday morning, choice of a certain lot, 98 cents. In the afternoon drop the price to 79 cents, Tuesday morning to 65 cents, afternoon to 49 cents, Wednesday morning 39 cents, afternoon to 29 cents, Thursday morning to 19 cents, afternoon to 13 cents, Friday forenoon to 9 cents, afternoon to 6 cents, Saturday morning to 4 cents, afternoon to 2 cents, and evening to 1 cent. Of course, the best goods go at 98 cents, and the smaller the price gets the poorer become also the assortment, until when Saturday comes what is left isn't worth giving away. A prominent retailer who introduced this method of sales gave his opinion as follows:

"You may think that we must lose quite a good deal of money on such a sale. But we figure it this way: Say, for instance, that we had bought a 30-yard piece of dimity for 10 cents a yard and sold 27 yards for 15 cents. We had already made over 33⅓ per cent., so that whatever we got for the three yards was only so much more profit, instead of being a loss. In this way we manage to keep busy during the whole month of July. When August comes there are always new goods coming in with which to draw people's attention to our store."

The opinion of successful experiment ought not to be lightly regarded.

THE ELEVATED SALESMAN.

An article that is meeting with very great success amongst drygoodsmen, is "The Elevated Salesman." This invention is a hanging frame for displaying and selling lace curtains. The frame holds 30 samples, occupies little space, and sales can be quickly and easily made. "The Elevated Salesman" is in use in the leading stores throughout Canada and the United States. Its moderate cost, namely $15, places it within the reach of all stores that handle lace curtains.

It is to be commended to the dry goods trade as an article of great utility, and a fixture which should be in every up-to-date store. It is manufactured by the inventor, W. A. McDougall, London, Ont., and Port Huron, Mich.

NATURAL JAPANESE WASHING SILKS.

Attention is drawn to a London house which has made itself famous for its natural Japanese washing silks, viz., T. Rickard & Co., 20 Cheapside, London. During the past six years Rickard & Co. have been exclusively silk specialists, and, by giving their undivided attention to this one department of the drapery business, they are able to offer these goods in extraordinary variety and at attractive prices.

This large stock comprises natural Japanese washing sillks, twill Japs, Shantungs, Tussores-dyed Japs; printed, figured and striped Japs, colored Louisine, Oriental satins, and foreign and English mervs.

T. Rickard & Co. are looking towards Canada for trade, and will be pleased to quote prices or welcome buyers during their visits to the London market.

The human race is divided into two classes—those who go ahead and do something, and those who sit and inquire, "Why wasn't it done the other way?"—Oliver Wendell Holmes.

Care and Sale of Umbrellas and Parasols.

THERE are perhaps few classes of goods which require more careful supervision of stock than umbrellas and parasols. Before sale, unless sufficient precaution is observed, stocks look shopworn and shabby. Umbrellas become quickly marked in the folds and present an unsightly and unsalable appearance. This evil is intensified in the case of new clerks. They are not so careful to see that the goods are properly rolled; they are not so particular about getting the folds in order before rolling. The result is that when the cases are drawn on the umbrella is creased.

The average retailer does not carry a heavy stock of goods. He simply buys enough stuff to make a good window and counter display. The greatest stress is laid on the staples. Notions, trimmed parasols, printed warp effects and other styles are apt to be dead issues after the first demand.

Asked as to his method of advertising, a well-known manufacturer answered that it was the best policy to advertise every day. To be constantly before the public as the maker or seller of a good article is splendid capital. A tasteful display in a window is a good trade-catcher.

"Look, Frank, there's a place we can get an umbrella," is a remark often called forth by neat and tasteful decorations in the window.

In display, the mirror as a background is not apt to prove a success. The dealer's object it two-fold, firstly, to show the potential buyer that here is a place to buy parasols; secondly, to show that the prices are reasonable and easily within the purchaser's reach. It is a well-known fact that the eye notices and is drawn towards what is in motion more quickly than to what is at rest. Persons moving along the street present, by their reflection, objects in motion, and, as a potential buyer looks in the window, instead of concentrating all his attention on, first, the quality of the goods, and, secondly, the reasonableness of their price, his attention, however unconsciously, is diverted to the moving objects and a factor enters in to disturb the likelihood of the sale.

Another objectionable feature of mirrors is that the shapely outlines of parasols cannot be shown off to good advantage without a relieving background. A light background for black parasols gives a definiteness and a sharpness of outline to the object, while a mirror, especially if the parasols be arranged in the orthodox cone-shaped display, is apt to give a wilderness-like appearance.

Parasols and umbrellas should be kept under cover. The plain black or white parasol should be kept neatly rolled. In the case of others, where novelty of shade or arrangement of colors is apt to prove a selling factor, it is essential that the shades and combinations of color be given their due importance. A large number of dealers keep them. not in the expanded but in the relief position, that is, without the band to secure them. The appearance is very bright, and this method of display should be a business-pusher.

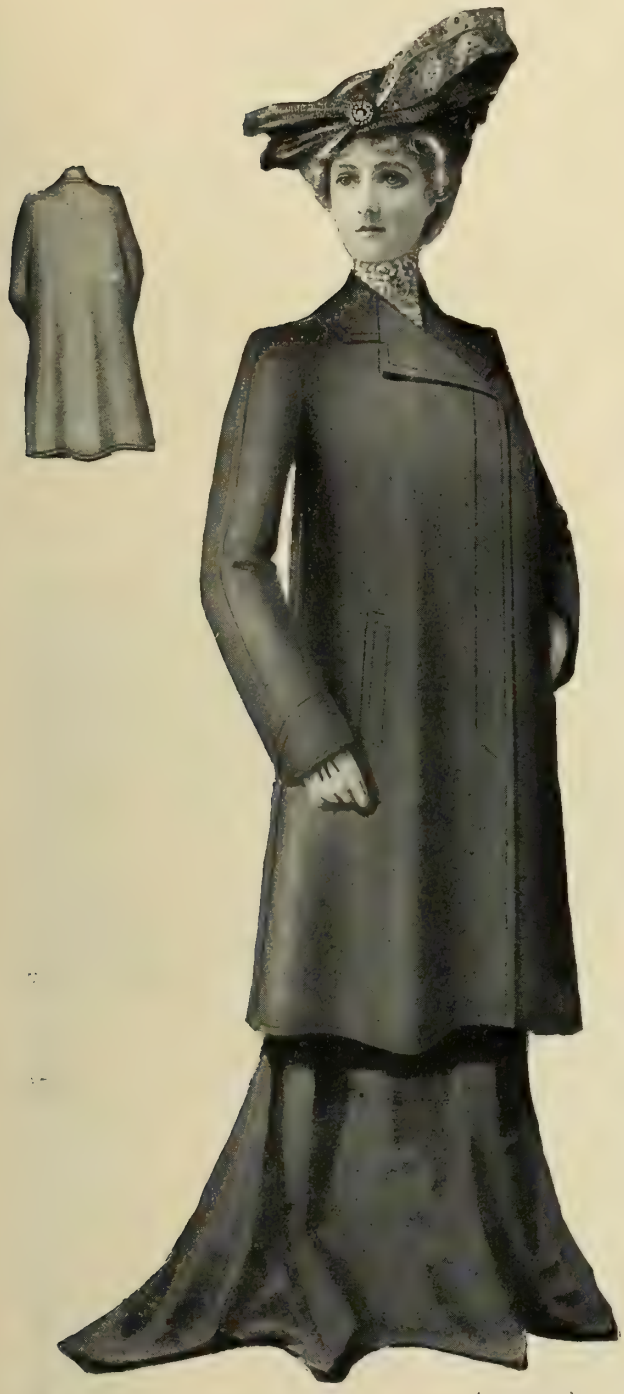
MARRIAGE OF A MONTREAL MERCHANT.

The marriage of Mr. J. A. Jacobs, manager of the Canadian Underwear Co., Montreal, to Miss Stephanie Lewis, second daughter of Mr. Nathan Lewis, of Montreal, took place on Wednesday evening, June 18, at the residence of the bride's parents. Mr. and Mrs. Jacobs have left for Europe, and will be absent for considerable time. THE DRY GOODS REVIEW is glad of the opportunity to extend to Mr. and Mrs. Jacobs hearty congratulations.

Brice, Palmer & Co.,

Telegrams:
"Eminent"
London

London, Eng.



NATIONAL (COPYRIGHT)

MANUFACTURERS OF ....

The "Eminent" Raincoats.

Ladies', Misses' and Children's

Cloaks and Suits.

WE HAVE APPOINTED

The British Import Co.

1 WELLINGTON ST. WEST
TORONTO

Our representatives for Canada.
Samples can be seen at their warehouse.

BRICE, PALMER & CO.

LONDON, ENGLAND.

Warehouse: 14 Cannon St., E.C.
Factory: 90-92-94-96 City Road, E.C.

WHITE GOODS.



UNQUESTIONABLY weather conditions are an important factor in the sale of white goods, but there is something else that plays a greater part, that's money. When times are good, and cash plentiful, white goods find a ready sale. Occasion dictates costumes. The elite and wealthy are more apt to regulate their dress by the calender, by the horse-shows, by the races, than by the thermometer. The thought which prompts the purchase is "It's time it should be warm. 'Twas so this time last year. I have the money, Ergo, I'll have the goods." Canada is enjoying good times. The wealthy feel it, but not they alone. The middle class and the poorer classes all feel a fuller purse. All have more ready cash. Therefore they must and will have the proper garments.

That which serves well to indicate the prosperity of retailers in white goods is the fact that no time allowances are asked. No requests, or very few, are received from retailers asking for extensions of periods for payments.

The Weather. The cold weather checked the sale of white-wear, shirt waists and blouses, but the few warm days soon showed largely increased sales. Even one day of warm weather serves the manufacturers in good stead. One retailer placed a heavy order because the thermometer went up for one day. In general, the depressing effects of the weather operated in sorting orders; in placing orders no material influence was observable. The hot weather now on will force a big run on sheer materials.

The Coronation a Factor. The black goods have had their importance enhanced since the Queen's death. The Coronation popularized colors. With colors, white always experiences a boom. The conclusion of war probably will expel sombre effects. The white goods manufacturers owe much to Kitchener. Pompadour stripes will be popular.

Mercerized Goods. It is felt among white goods manufacturers that nothing is to be gained by withholding from consumers the technical information that starch deadens the most lustrous yarns. One of New York's largest converters of white goods is considering the advisability of placing a ticket on all goods made wholly, or in part, of mercerized yarns, warning buyers that they are not adapted for uses which render starching necessary. This is warmly endorsed by some of our leading manufacturers Mercerized goods will wash, but hot starch spoils lustre. It would be a good thing were this generally known.

A Rage for White. Indications point to this be ing a phenomenally big white season. The rage for white is so pronounced that it has partially eclipsed a really large business done in ecru, biscuit, tan, linen, and closely allied shades, in which the newest and most popular shade is Arab tan.

Popular Novelties. Generally speaking, the styles indicate no startling novelties. The shirt waists that are the most popular are white waists, upon which is a great deal of work. Brocade effects are not proving popular. Piques, madrases and oxfords are too heavy. Open fronts find favor. The novelties are applique and panel effects and medallions. Fabrics will not yield anything new.

Canadian vs. United States White Goods. A prominent Canadian manufacturer who recently went to New York to purchase goods declares that Canadian goods are better made and possess a superior finish, and are as down-to-date as the average Yankee goods. This should be an important element in the sale of Canadian white goods.

Trend of Trade in New York. New York papers report that a very active duplicating during the last two or three weeks has produced a very genera scarcity of some lines of white goods. Here there is no marked scarcity of white goods. Colors have had a good run and there have been large sales of white goods. White organdies, instead of lawn, have proved very popular with the finer class of trade. The prevailing fashions are low necks and short sleeves, elbow sleeves especially being in favor.

An Attractive Whitewear Display. An exceedingly attractive and tasteful display of whitewear, original in design and execution, is that of H. G. Marr, Moncton and St. John, N.B. The whole presents an harmonious appearance, in the shape of a photo, mounted on a dark bsekground, with the words: "Some Samples of our



A Pretty Whitewear Display, by H. G. Marr, Moncton and St. John, N.B.

Gale Manfg. Company

14-24 Mincing Lane, Toronto.

FALL LEADERS } **Wrappers**

From $9.00 to $30.00 per doz.

Specials at $12 and $13.50.

FALL LEADERS } **Shirt Waists**

From $6.00 to $96.00 per doz.

Special French Opera Flannel at $32.00.
" Black Taffeta at $40.00.

FALL LEADERS } **Flannelette Gowns**

From $4.75 to $22.00 per doz.

Special in plain colors at $6.75.

Letter Orders Solicited.

Whitewear," neatly penned on the top. Beneath are the simple words "H. G. Marr, Moncton and St. John."

As the accompanying illustration shows, a lady stands with mirror in hand robed in neat underdress, while on her left are tastefully arranged the other white garments of a complete costume.

The representation of a lady in the midst of the picture adds a human interest, and does not fail to arrest attention. The dealer, however, has been careful to bear in mind that the end to be attained is not the reproduction of a pretty face, but a proper display of the firm's whitewear.

The whole is clever and well arranged.

Absence of Job Lots.

A point worthy of note is the absence in the market of job lots, as compared with other years. Manufacturers, in making up their goods, have been even more careful than usual. There are no surpluses on the market, and the expectation is that prices will be sustained.

WHITE MONTH WINDOW.

A tasteful display of white goods invites attention. A novel window attracts customers. The following decorations as described by a contemporary show skill in window dressing:

First a large hoop or circle is constructed. This is covered with pink, light blue, green or yellow paper. Take next a sheet of white paper large enough to cover the hoop. Cut the words "White Month Sale" in fancy letters, then arrange this on the circle over the colored paper. Arrange this circle in the centre of the window about a foot out from the background. Puff that part of the background that shows over bunting same color as the colored paper used. Then arrange muslin garments on the outer edge of the circle and on the background. Now construct an arch a little wider than the circle and as high as the background. Arrange this in the centre of the window about eight inches back from the glass. Cover this with bunting, puffing it closely, and on the free side arrange muslin garments. Cover the base with bunting, puffing it loosely, on the side rooms and about the base arrange muslin garments. Each garment should have a neat descriptive card or price-ticket attached to it. An electric light or two back of the circle will produce a pretty effect.

This same idea can be carried out with white waists.

SPECIAL IN HANDKERCHIEFS.

Brophy, Cains & Co. have secured some of their old leading lines in ladies' white hemstitched lawn handkerchiefs again and will have them in stock by the middle of the month. Those who handled these lines a few seasons ago will be pleased to have a chance of repeating at old prices. They are also showing a new range of ½, ¾ and 1-inch hems, and some of the sheer linen "Centres" so much in demand.

Women's Summer Whitewear

We make our own Underwear and make it to suit the tastes and particular wants of Toronto women. Our garments are large and roomy; they're made carefully and with good taste. We provide a bountiful assortment, so that no one need be disappointed when coming here to buy. Then back of all we know how to make prices that cannot fail to please. Our prices make home sewing an extravagance.

These are some of the new summer lines we have placed on our counters:—

Night Gowns

Gowns; made of fine nainsook; slip-over style, with three-quarter sleeves; low, round neck; finished with beading; silk ribbon draw and lawn frill; trimmed with hemstitching and silk ribbon edge; lengths 54 to 60 inches 1.25

Gowns; made of fine nainsook; slip-over style; low, round neck; finished with beading, ribbon and lace edge; front of insertion and clusters of narrow tucks and finished with hemstitching; elbow sleeves; finished with hemstitching; frill of lawn; trimmed with tucks and fine lace edge; lengths 54 to 60 inches..... 2.50

Gowns; made of fine nainsook; slip-over style; square neck back and front; trimmed with blind embroidery; hemstitched and silk ribbon bows; front trimmed with clusters narrow tucks; elbow sleeves; with embroidery; hemstitched; flare frill; lengths 54 to 60 inches..... 4.50

Skirts

Skirts; made of fine cotton; finished with flounce of three rows; lace insertion and lace edge; dust frill; lengths 38 to 40 inches.. .98

Skirts; made of fine cambric; with umbrella frill; flounce of cambric and wide skirting embroidery; cambric dust frill; lengths 38 to 42 inches 1.28

Skirts; fine cambric; cluster narrow tucks and deep flounce of extra fine Swiss blind embroidery; trimmed with two clusters hair tucks; lengths 40 and 42 inches.... 6.00

Drawers

Drawers; good cotton; cluster narrow tucks and cambric frill; open or closed style, sizes 23, 25, and 27 inches ..... .35

Drawers; fine cotton; two clusters fine tucks and frill of embroidery; open or closed style, lengths 23, 25, and 27 inches..... .65

Drawers; fine cambric, with cluster of narrow tucks; finished with umbrella frill of fine wide embroidery; open or closed styles; lengths 25 and 27 inches 1.50

Corset Covers

Corset Covers; good cotton; low, round neck; finished with beading, ribbon and lace edge; front trimmed with three rows insertion; arms finished with lace; sizes 32 to 40 bust ..... .50

Corset Covers; low neck; neck and arms finished with beading, ribbon and lace edge; front trimmed with two rows lace insertion and cluster fine tucks; back four clusters fine tucks. sizes 32 to 40 bust 1.15

Sample Whitewear Advertisement of a Toronto Firm.

WHITE QUILTS.

In white quilts, Brophy, Cains & Co. are showing some American lines which are quite new and at popular prices. They report a largely increased business in this department.

WHITE GOODS FOR FALL.

All of the larger retail merchants in the section of the country tributary to Chicago, are said by The Dry Goods Reporter, to be counting on a good white-goods business, in heavy fabrics, at least during the first month of the Fall season. This attitude is already indicated by substantial orders.

This inclination to use white goods for waist purposes during the early months of the Fall will give manufacturers all they can do, which practically means no shut-down in the principal mills this season. The avidity with which orders are now being placed for both Fall and next Spring's delivery has complicated the situation to a degree at least. Manufacturers who could otherwise take additional orders for goods to be delivered this Summer are now forced to turn some of them down, as they are devoting attention to future needs. While this action seems unreasonable at first glance, the large number of advance orders taken for next year make it necessary.

A CONTINUOUS WHITE GOODS SEASON.

The Dry Goods Economist, referring to the white goods trade in New York, says that even more surprising than the heavy demand for sheer goods is the manner in which sales of heavy goods are maintained. Cross-welt and fancy piques, canvas weaves, ducks, twine cloths, madrases, oxfords and mercerized fancies in most of the weaves named are still taken in large aggregate quantities by both retailers and cutters. Rather more liberal buying than usual is stimulated by the fact that these lines are safe investments for Fall selling and for next Spring as well.

The fact that this year is a continuous white goods season is partially responsible for the current small supply of the sheerest fabrics. Mills and converters have not been confined to such goods as has almost invariably been the case in previous seasons.

It was not necessary to risk the accumulation of such lines, and cool weather during the late Spring and early Summer decided them to restrict the production of these and turn to heavier lines that can be sold almost the year round.

SOME FALL LEADERS.

The Gale Manufacturing Co., 14-24 Mincing Lane, Toronto, are offering some bright lines of Fall leaders in wrappers, shirt waists and flannelette gowns. Their special French opera flannels and black taffetas will attract considerable attention.

UNDER the old system of curtain-selling the salesman had more than his share of work to do. With THE 'ELEVATED SALESMAN" to aid him there's no wear or tear upon him or his samples. This device won't make the whole sale for him, but it makes it easier and helps him make it oftener. When it isn't busy helping sell goods it's saving for him—saving him trouble, time and temper in his stockkeeping.





The Price of the "Elevated Salesman" is Fifteen Dollars.

It will earn its cost in a busy week's selling. Is at work in Canada from Halifax to Victoria, and in many States in United States.

The "Elevated Salesman" (Patents Pending)

WILL increase your curtain sales. **WILL** save your clerk's time. **WILL** economize space.
WILL keep your samples in good condition. **WILL** please your customers.

For Displaying Lace Curtains, Tapestries, Portieres, and the like

DESCRIPTION—THE "ELEVATED SALESMAN" is a frame containing 30 track wires, on each of which a carrier travels back and forth. These carriers are provided with cloth pads, to which curtains are merely pinned. Cords with handles are suspended from right-hand side of each carrier. By this means curtain is drawn out for inspection and returned without handling the curtains. Frame is handsomely finished in polished oak. Size, 9 feet long by 40 inches wide. Floor space occupied, when not in use, is only 54 inches by 40 inches, in which space you have thirty curtains ready to show your customers. Frame can be suspended from or fixed stationary to ceiling, as desired.

W. A. McDOUGALL, Manufacturer,

London, Ont., and at Port Huron, Mich., U. S.

Development of Corset and Underwear Trade.

NO PART of the great dry goods trade has made such vast strides as the ladies' and children's outfitting departments. "Demand creates supply." This, by the efforts of shrewd business men, has been converted into a newer but no less truer proverb, "Supply begets demand." The outfitting departments of 30 years ago, compared with now, were miserably catered for. Very few drygoodsmen had a separate department at all; practically the whole trade was done through warehouses, who, in their turn, bought from a number of small manufacturers. At present, however, a number of manufacturing houses from small beginnings have developed into important concerns. The total ranges of all the wholesale houses in London dealing in underclothing 25 to 30 years ago would not, in point of numbers and variety, make up the sample range of a single important house to-day, while, as to style, shape, make and finish, no comparison is possible. As the child is to the man, so the corset and outfitting trade of to-day is to what it was 30 years ago. To this growth and development Charles Bayer & Co., 31 London Wall, E. C., etc., have contributed to no small extent.

This firm do what is probably the largest corset business in the world. Their six principal corset factories are model in respect of heating, lighting, sanitation, and the general comfort and convenience of those employed; keep busy over 3,000 hands, and are fitted with the most perfect and up-to-date labor-saving machinery. This firm claim the credit of showing to British corset manufacturers that what was being done in France, Belgium and Germany could be even better done in England.

The general development of British corset manufacture during recent years has been surprising, and yet it is but the natural result of the great improvement in manufacturing methods and the consequent improvement in the three essentials of corsets—shape, comfort, and value.

Although the corset department to some extent overshadows the other branches of Charles Bayer & Co.'s business, yet they have a complete organization for the manufacture of every description of ladies' and children's underwear. Not so long ago underwear that was sold ready made had an evil reputation as being made of inferior material, scanty in size, defective in shape, and comprising, generally speaking, the lower-grade articles only. This has been radically changed now.

Although a considerable portion of Charles Bayer & Co.'s goods in the underclothing department is manufactured in London, the great bulk is made in the northwest districts of Ireland, where fine hand-sewing has been an important industry for generations.

The bulk of machine-made goods is also made in Ireland, in their magnificent factory in Londonderry. Thousands of workers have been engaged for generations in the manufacture of men's white shirts. The company prides itself on attaining the absolute uniformity and exactitude so essential in the making of white shirts.

In the town of Preston, in Lancashire, their cotton mills are situated, supplying the longcloths, cambrics, etc., which form the staple materials from which underclothing is made. The longcloths have for many years enjoyed a good reputation on the Manchester Exchange, and are manufactured at the Astley Field Cotton Mills. The ownership of these mills places Charles Bayer & Co. in the unique position of manufacturing underclothing practically from the raw cotton to the finished garment.

Natural wool, etc., underwear for ladies and children is rapidly assuming a leading position in their outfitting department.

Despite the fact that this firm's principal time and attention is devoted to the production of sound, plain and useful goods, they have also been successful in introducing a degree of style and taste in the manufacture of woven underwear for ladies. One of the wings of their building in Golden Lane, E. C., is fitted up with hosiery machinery for the manufacture of specialties in cycling knickers, ribbed vests, etc.

Charles Bayer & Co. also manufacture on a large scale dressing gowns, dressing jackets, ladies' shirts and blouses, also baby-linens, robes, frocks, pinafores. An experienced staff of hands is employed in the manufacture of ladies' white skirts. A rapidly-increasing business is being done in colored skirts, in moreens, moirettes, silks, and washing materials.

HOLLINRAKE & CO.'S CATALOGUE.

Hollinrake & Co., Ingersoll, Ont., have issued a new catalogue. It is nicely arranged and an index in front makes it an easy matter to find any department. This firm carry a complete line of all ladies' wear and men's furnishing, and make a specialty of dress goods, millinery and housefurnishings. The staple department of the firm is well stocked with many lines of new goods.

CLOTHIERS UNITE AGAINST ADVERTISING FAKES.

Rochester clothing dealers have united in the movement growing among the retailers to refrain from advertising in programmes and like mediums and in the purchase of tickets to fairs, raffles, etc. A considerable abuse has been made of the practice in that city and the merchants have decided to stand out against such drains of profits. The clothing retailers have agreed not to "throw in" suspenders, cravats and other articles with purchases of generous amounts of goods. A fine is attached to violation of the agreement, and it is to be rigorously enforced.—The Clothing Gazette.

THE NEW BUTTON COMBINE.

The new $3,000,000 button combination which has been formed in the United States will control 85 per cent. of the covered button and 40 per cent. of the ivory button output of the country. The various factories which have been acquired by the combine will be operated, at least for the present, as they are now. Speaking of the new consolidation The Springfield Republican says: "There will be an increase rather than a decrease in the working forces here and in Easthampton. The product of the Springfield mill is of vegetable ivory, pearl and cloth buttons, at Easthampton of cloth and vegetable ivory, and at Boston of cloth. It is not planned to increase prices.

UP-TO-DATE SHOW CARDS.

The show-card painter is already a necessary adjunct to the advertising bureau of many big stores, but there are thousands of smaller stores that need show cards and yet can't afford a show-card painter. This gives an opportunity to a young man with hustling qualities to make himself more valuable to the business, and also add to his earning capacity an accomplishment that's worth dollars and cents, besides giving him the chance to leave his place behind the counter for an hour or two at a time to paint some needed show cards, which is really a relaxation. It is with pleasure we call attention to the advertisement of W. Edwards, Carleton Place, Ont., in this issue. We can heartily recommend his book of instruction teaching this art as being the most complete work of the kind yet published. This teacher and money-saver will be mailed post-paid for $1 to any address.

Never Before Were **"P.D."** CORSETS In such Good Demand



The specially attractive appearance of **"P. D."** Corsets helps to a very marked degree to make them ready sellers. The many other desirable features found only in **"P.D."** Corsets have won for them a continuously growing popularity. Their style, their comfort, their durability have secured for them the foremost rank in the corset trade. One sale is instrumental in producing another. This is the kind of corset to recommend your customers.

For Samples and Prices write

KONIG & STUFFMANN

Sole Agents for Canada — 11 VICTORIA SQUARE, MONTREAL

CROMPTON CORSETS

For Over Twenty-Five Years

For upwards of a quarter of a Century we have made Corsets which have each year been the most popular in the Dominion, both in quality, style and price. Among our new models turned out this season, we would emphasize

"STYLE 210"

as the very finest and best corset ever offered to the Canadian trade to retail at $1. "Style 210" will sell on sight to discriminating purchasers, leaving a wide margin of profit to dealers. **It will pay you to see our representative, or write us at once regarding this design.**

The Crompton Corset Co., Limited, Toronto, Ont.

POPULAR AND PROFITABLE SELLERS

in all the leading stores of Canada are the celebrated

D. & A. CORSETS



The dealer who handles these Corsets can command a large, profitable and satisfactory Corset business. D. & A. Corsets are widely advertised and therefore widely known. To every lady who is after the most comfortable, healthy and fashionable Corset on the market a D. & A. Corset strongly commends itself. D. & A. Corsets are sellers from beginning to end of every year. Pin your faith to D. & A. Corsets and your customers will pin their faith and their trade to you If our travelers have not seen you, send your orders direct to

THE DOMINION CORSET CO.

QUEBEC, QUE.



TOOKE BROS., Limited, MONTREAL

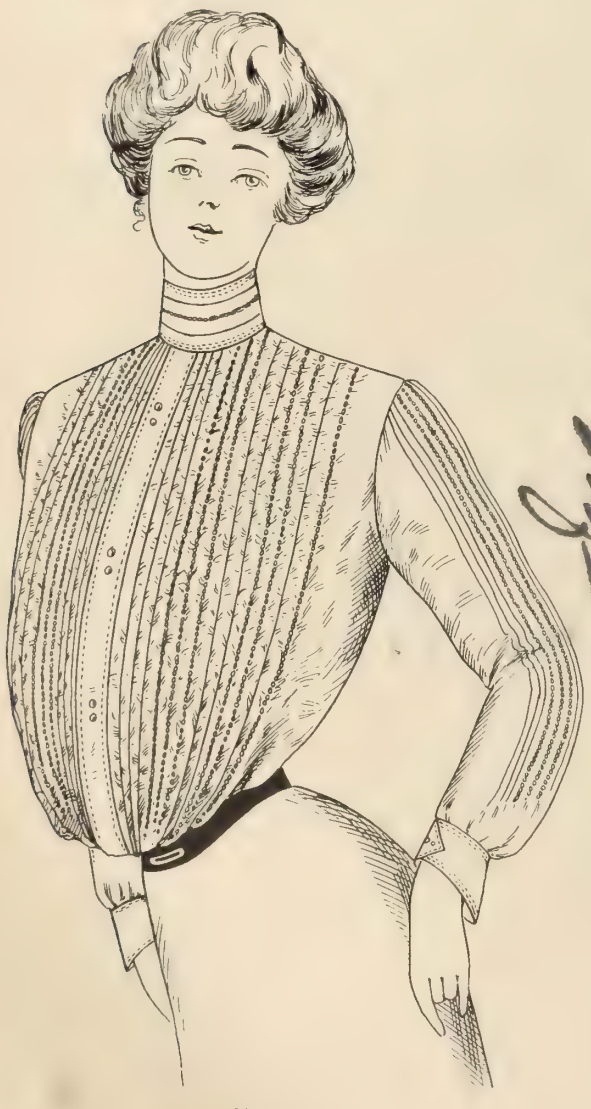
OUR FALL RANGE

NOW READY, OF

Ladies' Silk and Flannel Waists

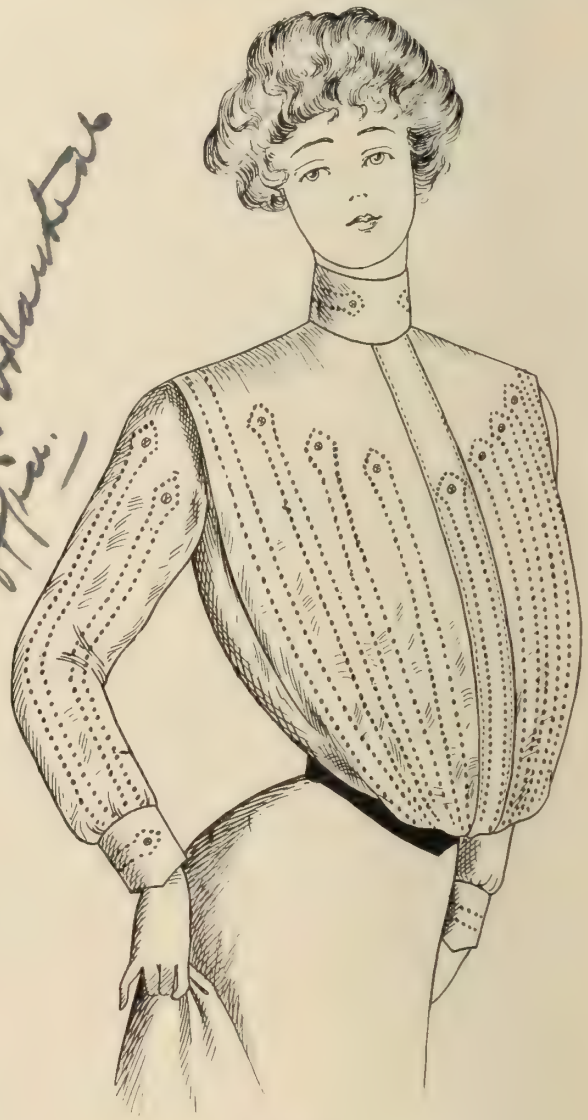
This season we are giving special attention to the above lines, and have secured the services of a first-class designer, who has had many years' experience with some of the best houses in New York.

No. 5145—Made in latest style of a good soft finish Taffeta, Tucks and Hemstitch Front, Back and Sleeves, new Collar and Cuffs, Black and Colored.



No. 5145.

No. 5154—Something entirely new, made of good quality Peau de Soie, Gibson style, with new French Trimming, Black and Colored.



No. 5154.

TOOKE BROS., Limited, MONTREAL

CAVERHILL & KISSOCK

Chiffons — Our lines are well and favorably known on the road, and we are daily receiving hundreds of orders through the mail. All colors, at all popular prices, ALWAYS IN STOCK.

Laces — In endless varieties. Guipures, Plauen, Battenburgs, etc. We have a splendid range of these which extends to Fancy Collars, Boleros, Appliques, etc.

Velvets — Colored and Black, Panne, Shimmer, Couche and Plain, in all newest shades. Also Fancy Patterns in Panne. Our line of 200 Premier Velveteen, with White Silk Edge, is without doubt the leader in the market, and is having a phenomenal sale. It is really the best line ever offered to the retail trade at a popular price.

Silks and Satins — Moire at all prices and in all colors, Glace, Taffeta, Louisine Coronation, Tamoline, Pongee, Jap.

Sateens — In mercerized, fancy flannelettes.

Dress Trimmings — Black and colored, in Jet, Braids, Fancy Ombre Silk and Braid, Satin Pipings. Full stock of these lines always on hand in all numbers.

Hat Ornaments — Fancy Feathers, Fancy Quills, Fancy Mounts in all shades of the "Carte du Syndicat de Paris."

CAVERHILL & KISSOCK

CAVERHILL & KISSOCK

Ostrich Feathers Black and Colored, in

Tips, 3/4 Flats, 1/2 Plumes, Long Flats and the latest Novelty in Feather and Plume Pompons.

Felt Hats In latest shapes and styles in Plain Felt, Scratch Felt, Mohair Felt and Pressed Felt. Full line of Children's Headwear in silk and velvet Mohair, Tams and Hoods.

Gloves In all varieties, colors and prices.

Blouses Colored and Black, in the most up-to-date styles.

Silk Skirts Black and Fancy, good values.

Woollens Umbrella Shawls, Fascinators, Infantees, Bootees.

NOTE OUR WELL-KNOWN LINES OF SATIN AND VELVET RIBBONS.
Nos. C.K.2, C.K.3, C.K.4, in all widths.

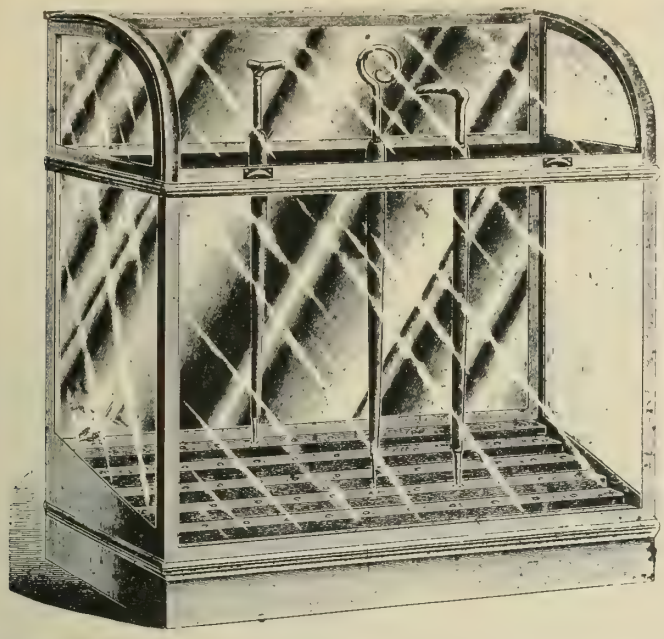
Special attention given to Mail Orders. Our store does not close until all orders are filled and shipped.

CAVERHILL & KISSOCK

91 St. Peter St.
MONTREAL.

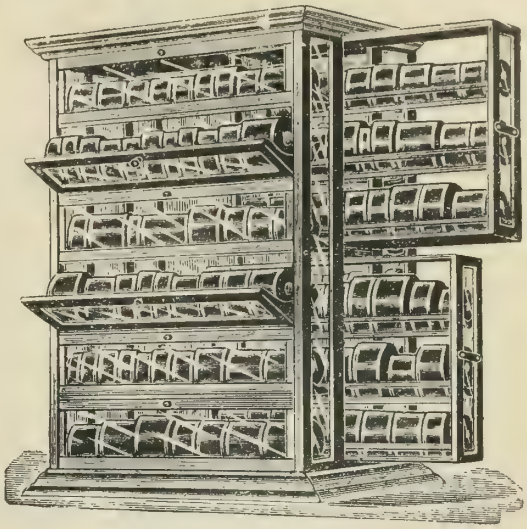
ALSO AT VANCOUVER, OTTAWA, TORONTO, QUEBEC, HALIFAX.

Display Fixtures.



UMBRELLA CABINETS,
Two different designs, four sizes.
LACE CABINETS.

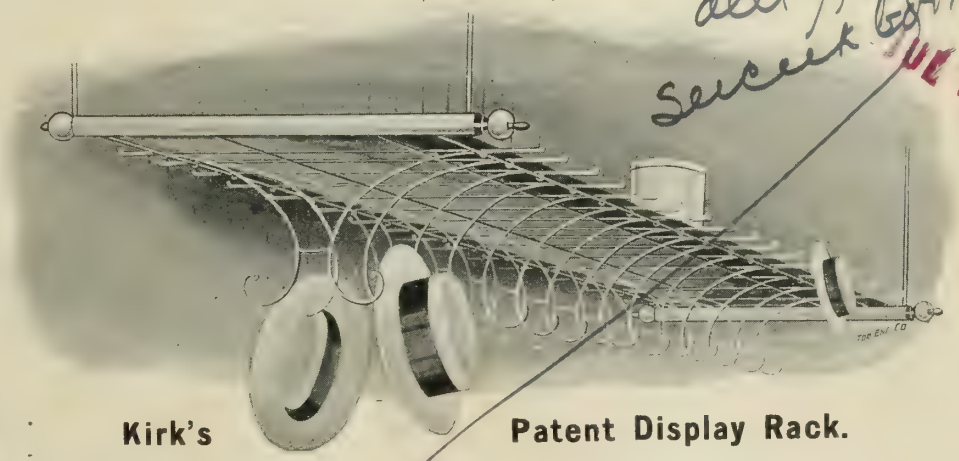
We can supply you with any kind of Store Fixture you may require.



RIBBON CABINETS, eight sizes.
KID GLOVE CABINETS.
HAT CABINETS.



Wax Figures, Flexible and Jointed Figures, and Papier Mache Forms for Milliners, Dressmakers, Clothiers, Costumers, Hairdressers, Etc.



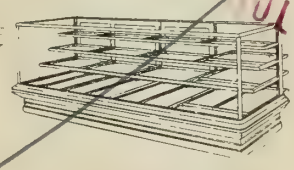
Kirk's Patent Display Rack.

A very effective salesman wherever used.
Patent controlled by us.
Write us for Special Catalogue and Testimonials.



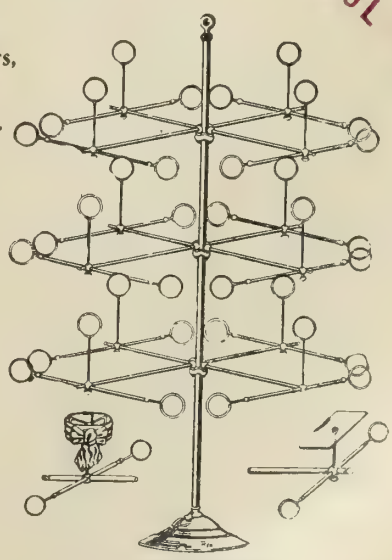
Mantle Racks
Revolving and Straight
In Wood or Metal.

Shoulder Hangers, Sawn or Bent, 6 styles.



SHOW CASE COUNTER.

Show Cases, Glass Counters, Wall Cases, Notion Cases.



LATEST HABERDASHERY STAND.

We carry in stock or make to order full lines of Triplicate Mirrors, Hat Racks, Lace Racks, Nickel-plated Window Fixtures, Hat and Millinery Stands, Shoe Stands for window and counter, Store Stools, Display Tables, Haberdashers' Stands, Piece Goods Displayers, Ticket Holders, Etc.

Write for large Catalogue, and order now for Fall Delivery.

CLATWORTHY & CO., 46 Richmond St. West, **TORONTO, ONT.**

JUL 18 1902

The W. R. Brock Company (Limited)

Toronto

SOME FALL SPECIALS FROM EACH DEPARTMENT:

DEPARTMENT

A

500 PIECES JOB BLUE DENIMS, to retail at 15c. (12½ to 15 per cent. below regular price).

ROCKFAST DRILLS, in the latest New York patterns, for Shirtings and Skirtings.

400 PIECES EXTRA HEAVY 32-IN. DRILLS, to retail at 12½c, regularly sold at 15c.

Specially interesting quotations on **COTTON BAGS.**

B

5 EXTRA VALUES IN FRENCH CANVAS (Heavy Black, C150, C200—Heavy Natural, CZ, CM—Fine Natural, 54).

6 SPECIALS ⅝ AND ¾ BLEACHED DAMASK NAPKINS (in boxes of 5 dozen, patterns assorted).

JB8 68-IN BLEACHED DAMASK TABLE LINEN, to retail at 75c., regular 90c.

CW7 54-IN. BLACK BEATRICE SERGE (Permanent Finish) 20 per cent. below value.

4 SPECIALS IN FLANNELETTES, to retail at 5c., 8c., 9c. and 10c., worth 6c., 9c., 10c. and 12½c.

2,000 PIECES PRINTED FLANELLE MERINO, to retail at 12½c

C

JA46 27-IN. EMBROIDERED FLANNELS, to retail at 50c., regular 75c.

500 39-IN. VICTORIAN VELOURS, - to retail at 50c., regular 65c.

AB31 45-IN. VICTORIAN ZIBELINE, to retail at 50c., regular 65c.

J83 48-IN. VICTORIAN VENETIAN, - to retail at 50c., regular 75c.

0133 BLACK PEAU DE SOIE (C. J. Bennet & Co.), to retail at $1.00, regular $1.25.

0149 COLD ALL-SILK DAMAS, - to retail at 75c., regular $1.00.

Victorian

REGISTERED TRADE MARK

The W. R. Brock Co., Limited, Toronto (Continued)

JUL 18 1902

JUL 18 190

DEPARTMENT

D

"SALTAIRE" SERGES, CHEVIOTS and WORSTEDS are manufactured by the celebrated firm of SIR TITUS SALT, Bart. Limited, and are absolutely guaranteed as to color. Among the most popular brands are CURRAGH, NELSON, HARVARD, STRATHMORE, IVANHOE, MARINER, LANSDOWNE, TREASURY, GORDON, BERESFORD.

2 cuts to W. R. Brock Co.
Toronto
Border
Print Black

E

SEVEN SPECIALS IN LACE CURTAINS to retail at [illegible] $1.25

5,000 11/4 WHITE CROCHET QUILTS - - - - to retail at $1.00.

A number of clearing lots of TAPESTRY, BRUSSELS, VELVET and AXMINSTER CARPETS, 7½ to 20 per cent. under regular value.

F

"B33" Ladies' Black Cashmere Gloves, - - - - - to retail at [illegible]
"PEG TOP" and "V N 11" Heavy-ribbed Black Wool Hose, to retail at [illegible]
"SCOTCH" Mixed Grey Wool Socks (4 lbs), - - - - to retail at 25c
"A. B. F." Black Worsted Ribbed Socks, - - - - - to retail at 25c.
"WOOLLER" Men's Heavy Mitts, - - - - - - - to retail at 25c.
"M" Men's Hand-made Mitts, - - - - - - - - to retail at 25c.
"NEW STARTLER" Ladies' Vests, - - - - - - - to retail at 25c.
"BROCKNIT" Black Cashmere Socks, - - - - - - to retail at 25c.
"DEVANEY" Ladies' Vests (all wool), - - - - - - to retail at 50c.
"PLUNDER" Men's Striped Arctic Underwear, - - - to retail at 50c
"S12" Lined Mule Mitts, - - - - - - - - - to retail at 50c
"HICKORY" Fulled Lumbermen's Hose, - - - - - to retail at 50c
"PONTIAC" Fulled Wool Mitts, - - - - - - - - to retail at 50c.
"S90" Ribbed Black Cashmere Socks, - - - - - to retail at 50c

Dress SOVEREIGN Goods

and other Fall Specialties.

The W.R. Brock Company (Limited)

Montreal

BLOUSE CLOTHS

From popular-priced French Flannels to high-classed Embroidered Velours and Siberian Zibelines.

DRESS STUFFS

In Venetians, Poplins, Velours, Granites, Soliels, Satin Cloths, Zibelines, etc., and a specially large range of **MELTONS** and **SERGES.**

SILKS

Extensive ranges from which customers can always rely upon having their wants supplied at right prices.

VELVETS and VELVETEENS

Complete ranges of Black and Colored Silk Velvets and our well-known lines of "Sunbeam" Velveteens.

WOOLLENS

A select assortment of Beavers, Venetians, Worsted Twills and Italian Cloths.

STAPLE DEPARTMENT

A full assortment at our usual **CLOSE PRICES** and **SPECIAL VALUES.**

HOUSEKEEPING LINENS

New ranges of Glass Towelling, Roller Towelling, Towels Bleached and Cream Table Damask, ⅝ and ¾ Damask Table Napkins.

JUL 18 1902

JUL 18 1902

The W.R. Brock Company (Limited)

Montreal

RIBBONS

Our stock is ALWAYS well assorted.

LACES AND EMBROIDERIES

Complete with all this season's novelties and up-to-date goods.

LADIES' READY-TO-WEAR DEPARTMENT

Is a feature of our Montreal business.

HOSIERY

This is the department where the goods talk for themselves. **VALUES ALWAYS DO.**

SMALLWARES AND NOTIONS

The largest and most comprehensive stock in the trade.

FURS! FURS!



For Gentlemen, Ladies and Children.

OVERCOATS CAPES
CLOAKS ROBES

I make a specialty of exporting Furs. The best market price will be paid for all kinds of Raw Furs.

CONSIGNMENTS SOLICITED
RETURNS MADE PROMPTLY.

N.B. The best price paid for Beeswax and for Ginseng.

HIRAM JOHNSON

Importer and Exporter Wholesale Manufacturer

404 St. Paul Street, MONTREAL

REFERENCE—Bank of British North America.

ESTABLISHED 1830.

BENNING & BARSALOU

Oldest Auction House in Canada.

Trade Auctioneers and Commission Merchants.

86 and 88 St. Peter St., MONTREAL., Can.

REGULAR SEMI-WEEKLY SALES OF

Dry Goods, Clothing, Boots and Shoes, and General Merchandise.

Best Opening in Canada for Manufacturers and Merchants wishing to dispose of surplus stock. Liberal advances made on all kinds of Merchandise consigned to our care.

REFERENCES—Bank of Montreal La Banque d'Hochelega.

Correspondence and Consignments Solicited.

SPECIAL OFFER in *Shelton* SILK VELVET RIBBONS=COTTON BACK

No. 1 to No. 12.

Price: About 3½ cents per ligne of 10 yards.

They will be the most generally employed and desirable trimming for the coming season.

Do you know that we manufacture Silk Velvet Ribbons? The best value offered to the consumer, because it is a ***good*** ribbon. The face is close and the color a genuine black. It has a silky touch, because it is made of good silk. This ribbon is made with a cotton (linen) back. For trimming dresses, millinery and other apparel to which it may be sewed it is more ***ornamental*** than any similar ribbon in the market.

It is the "S" Brand

Write for samples and Quotations to **SIDNEY BLUMENTHAL & CO.,** Manufacturers of *Shelton* Velvets BROOME and MERCER STREETS, **NEW YORK.**

RATHBONE, McNEIL & CO.

OUR SPECIALTIES:

MEN'S, BOYS' and GIRLS' NOVELTY CLOTH HEADWEAR.

LETTER ORDERS RECEIVE PROMPT ATTENTION.

RATHBONE, McNEIL & CO.

Temple Building, 185 St. James Street, - - - MONTREAL

JUL 16 1902 RETURNED

THE R&M TRADE MARK

—THE—

Latest, Brightest and Most Complete

Book yet published on the subject.

Up=to=Date Showcard Writing

—BY W. EDWARDS—

Save yourself all worry, daubing and experimenting by sending **ONE DOLLAR** for this book, which is brimful of valuable information, and is illustrated with thirty-four Sign Writers' model Alphabets and Figures.

W. Edwards, Carleton Place, Ont., Box 315

"Burmese Bond"

Is a Superior Paper.

Where it is important that office records should be carefully preserved, one can never do better than use "Burmese Bond" for Stationery and "Burmese Linen Ledger" for your books. It is a valuable paper, with a fine writing surface, and possessed of exceptional erasable qualities.

CANADA PAPER CO. Limited

TORONTO and MONTREAL.

C. H. Forster

30 Merchants' Building
50 Bay St.,
TORONTO.



Insist on having that **trade mark** on all the **Blankets** you purchase and thus insure getting **good** Blankets. Protect **your interests** by giving us a **trial order.**

The Slingsby Manufacturing Company

BRANTFORD, ONTARIO. Limited



SMITH & BAKER

DUNDAS, ONT.

Manufacturers to the Jobbing Trade Only of

GLOVES AND MITTS.

To Our Friends The Jobbers :

It gives us great pleasure to inform you that our trade has increased so rapidly that we are forced to seek new and larger premises, which will enable us to meet the constantly increasing demand for our Gloves and Mitts. As it is impossible for our representative to call on you all, we will be pleased to send your our samples on application and estimates on any special line you may want. Our past experience enables us to make for you the correct glove or mitt for any trade.

In addition to our regular lines of Kid, Mocha, Buck, Hog, Calf, Horse, MULESKIN, Saranac and Chrome Sheep, we call special attention to our Heavy Wool Cuff Mitts, which have proved the best on the market for warmth and durability. As we knit the wool mitt in this line in our own factory it is especially adapted to the trade.



H. T. Greenlaw & Co.

83 Golden Lane,
London, England.

MANUFACTURERS
OF
NOVELTIES in
NECKWEAR.



HIGH-CLASS
DESIGNS.



HANDKERCHIEFS
AND
MUFFLERS.

BRANCHES:

MANCHESTER, GLASGOW, DUBLIN, BRISTOL, BIRMINGHAM,
PLYMOUTH, CARDIFF, PARIS.



Copyright.
THE "MINISTER."

N & C
Nicholson & Co.

RAINCOATS

FOR LADIES AND GENTLEMEN

POROUS, HEALTHY, SOAKING-RAIN PROOF.

NO RUBBER.

Made from an All-Wool Cloth, which is not merely Shower-proof, but proof against Heavy Rain.

TEST.—A garden hose turned on to simulate a heavy shower of rain may be played on the cloth for an hour or more without penetrating it.
POROUSNESS AND VENTILATION.—Light can be seen through the cloth, and it can be easily breathed through.
HEALTHINESS.—Perspiration will not condense on the inside, as so frequently occurs in Opaque Waterproof Garments, and which is a prolific source of chills, rheumatism, etc.
DURABILITY - The Rainproof quality is permanent, and will last as long as the garments last.

WHEN WET, THESE GARMENTS MAY BE DRIED BEFORE A FIRE.

OUR "PERRAMUS" GOODS HAVE A WORLD-WIDE REPUTATION.

TESTIMONIAL.—"Despite the appearance of competitors, the 'N. & C.' Raincoats continue to command that supremacy in the trade to which their quality entitles them. The application of first-class tailoring to the production of raincoats, and the use of an exclusively effective system of proofing, are matters in which Messrs. Nicholson & Co. have always taken, and are now taking, **the lead.**"

FLANNEL SUITS for Town, Country and Seaside Wear.

In new and exclusive designs. Best West-end Cut, Style, and Finish.

MELBOURNE:
COX & MAILER, Degraves St., Flinder's Lane.

SYDNEY:
COX & MAILER, 78 Clarence St.,

NEW ZEALAND: HERBERT THOMPSON & CO., Auckland.

PATTERNS, DESIGNS, PRICE LISTS ON APPLICATION.

NICHOLSON & CO., BEAUMONT WORKS, ST. ALBANS,

And 21 GOLDEN SQUARE (Off REGENT ST.), LONDON, W.

Men's Furnisher and Clothier

Clothing
Neckwear
Underwear
Hosiery

Devoted to the

Canadian Dealer in Men's Goods.

Shirts
Collars
Gloves
Nick-Nacks

Trade Conditions and Prospects.

THE continued cold and rainy weather which was so prevalent throughout the long Spring season and well on into the month of June in many places in Canada had its effect on all kinds of business; but none, perhaps, has felt it more than the dealer in dry goods, furnishings, or apparel of any sort, whether by wholesale or retail. The early Summer trade was thus put about a month behind in many places, and although June was a comparatively lively month for the retailer, the first of that month brought with it anything but ideal weather.

When the travellers first appeared on the road with Fall goods several merchants refused to look at them, being still stocked up with practically all their Summer purchases. But the goods had to be bought, and during June the jobbers were more successful, and effected satisfactory sales at all points.

A Brisk Three Months Expected.

But, however gloomy the outlook was a short time ago, it is safe to predict that this and the two following months will make a season of exceptional briskness for the retailer. July, August and September can be relied upon to bring in enough hot weather to rid the dealer of his Summer goods, and allow him to turn his attention to the fall trade.

Fall 1902 promises to be a lively one. The prosperous condition of the country generally is much in favor of the retailer, and particularly of the retailer in men's and women's apparel; for it is in times of prosperity that we think most of our personal adornment; and this Fall should see an advancement in the furnishing business, both as to the quantity of goods sold and as to their quality. There never was a time when the dealer, desirous of building up a trade in the finest goods, could work to such advantage; and to commence that good work now, by a careful selection of stock, judicious advertising and proper representations to customers, may result more satisfactorily than is anticipated.

Important Events.

In June they crowned the King. Many were the attractive and appropriate window displays and store decorations for the occasion; and there is little doubt, but that—whether such was the intention or not—those displays resulted in business. The man who keeps his windows interesting and up-to-date we look upon as one whose store is up-to-date in every particular; and he takes our attention from the other man who considers it too much trouble or useless to give any time to this feature of the business. There are always important events happening which can be made use of in this way, and if by them the dealer can impress the man on the street with the fact that his is a wide-awake place it is time and energy well spent.

Attractions in the Window.

To be up-to-date is a reputation much to be sought after by the retailers in men's wear above all other tradesmen. Without it he can do only a limited trade, and that with anything but the most desirable class of customers. There is one furnisher in Montreal who has always a number of people stopping to look in at his windows. Sometimes it is a Boer uniform and rifle, sometimes a championship sporting trophy, photographs of the latest earthquake or volcanic eruption, or anything that makes one stop and look in. Once he had a hatchet which was declared on a printed card to be that of the famous Mrs. Carrie Nation. Perhaps these things took attention away from his goods, but it is not likely that they were overlooked by any probable purchaser. At any rate, when one has two or three times passed by this store, the recollection of it always comes up before all others when one must make a purchase, and that is a lot gained.

* * *

Underwear.

THE demand for the finest silk underwear is fairly satisfactory this season, and those dealers who have been giving special attention to this feature and endeavored to work up a trade in the better goods are naturally much pleased. In silk underwear, plain colors, in salmon, brown, natural, white and light green, are well liked.

Net Underwear.

An important line is the net underwear. This, in silk, linen or cotton, has taken a strong hold on the trade during the past three or four seasons, and each year brings an increased number of wearers of these goods. Certainly for the warm weather there are few undergarments with more in their favor than the mesh goods, both as regards their comfort and hygienic qualities. The fish net underwear has been shown in fancies as well as plain, but the trade, for the most part, confines its attention to the natural color. In this kind of garment fancy designs are not as a rule asked for.

Balbriggans in Demand.

Balbriggans, of course, in a variety of weights and degrees of fineness, are in good demand, as they always are. Several, in natural colors, have taken well when faced with silk or silkette in self-colors or slightly darker shades.

The fancy weaves in balbriggans hold their own. Plain colors sell very well, the shades most in demand being pink, or



"Just as good as the Deimel"

MEANS THAT THE

DR. DEIMEL UNDERWEAR

IS THE

Standard

Do you run your business on Standards or on imitations?

Write for our Terms

All genuine Dr. Deimel Undergarments bear this trade mark.

The Deimel Linen-Mesh Co.

2202 St. Catherine St.,
Montreal, Canada.

LONDON, E.C., ENGLAND: 10-12 Bread St.



Fall "Regattas"

Our Travelers will be on the road shortly with a full range of exclusive designs. . . . .

THE WILLIAMS, GREENE & ROME CO.
OF BERLIN, ONT., Limited.

salmon, and light blue. Horizontal stripes, always narrow and in faint colors, go fairly well.

Fall Buying.

Buying for Fall has been as good as can be expected, considering that the dealer had enough to worry over in getting rid of his Summer stock. Natural wools now, as always, keep their place in the front. Unshrinkable garments are what the customer of to-day wants, and dealers should pay particular attention to their lines of unshrinkable woollen underwear. When once the customer has seen these goods advertised, and knows that there is such a thing on the market, he will have no other, for there are very few men who wear woollens who have not lost their tempers at various times over the strange manner in which the under-vests have persisted in stowing themselves away under the armpits after the first washing. To all such unshrinkable underwear, if it can be guaranteed, is a boon and will sell.

Fleece-Lined Underwear.

Many were the gloomy prophecies last Fall over the fate of fleece-lined underwear, and many were the sales of that class of goods last Fall and Winter. It did certainly look for a time as though the fleece-lined garments were to be thrown aside. Doubtless they would have been if something had been shown to take their place. There was the silk fleece, the wool fleece and the cotton fleece, all of which sold well—not as well as they did the few years previous, but still so well that a dealer not handling them would have lost a considerable portion of the trade.

The Likes and Dislikes of People.

There are many people who must have something of either silk or cotton next the skin. At any rate, they will not wear wool. To these persons fleece-lined underwear will always sell until something new and better is brought out to take its place. Advocates of "sanitary" underclothing have had many nasty things to say of these garments, but the average man who has worn them cares little for such criticism, and he will not go in for hygiene at the expense of comfort.

Something New.

There is, however, something new to take the place of fleece-lined goods which has just appeared on the American market. It may be introduced here shortly. This is called a plush-back garment, and is said to have a knitted surface instead of a woven surface, like the fleece lined. Their chief merit is that they will not "mat," but will remain soft. What success these goods will have it is impossible to say, but whether it be great or little, the dealer should look after his fleece-lined goods, anyway.

In boys' shirts and drawers, the W. R. Brock Co., Montreal, are still maintaining their reputation for carrying everything the trade can desire. Special mention has been made of boys' fleeced underwear. They quote these at the lowest price on the market.

Fleeced Underwear.

The W. R. Brock Co., Limited, Toronto, report their sales for fleeced underwear this season unusually large. This is accounted for from the fact of their house having placed large contracts, and manufacturers were perfectly crazed at the quotations some mills were giving Brock's buyer, who took advantage of an exceptional offer, and can give the trade many lines which it is impossible to manufacture at the prices they are in a position to quote. Among these lines to retail at 50c. is a line with stripe effect, called "Plunder," with natural-wool fleecing; "D" also with stripe effect and sanitary-wool fleecing, and "Kimberly," in the plain Jaeger shade. This latter line can also be had in boys' sizes at correspondingly low prices. For lines to retail at 75c. they offer some with natural-wool fleecing, double body all through; not merely breast and back, but a regular double body; just the thing for the North west or British Columbian mining camps, or suitable for lumbermen or any person subject to exposure. Also "Lily" and "Southdown" for a $1 line.

Neckwear.

THE most popular men's neckwear for Fall, it is generally believed, will be in the large sizes. Small ties have been favored for several seasons now, and among the highest class trade there is a strong leaning toward the larger shapes for a change.

Ascots are expected to sell among the best for Fall to the finest trade, while the more popular trade will be offered large four-in-hands, imperials and English squares. The squares are folded into a four-in-hand shape, with a width of about 2½ inches, the ends being left open.

The favor shown by the best dressers to Ascots is, perhaps, due to the cut of Fall waistcoats, which will be low, and also to the fact that wing collars will play an important part in Fall dress, with which collar the Ascot tie has always played an important part.

The Summer trade witnesses the sale of a great many long, narrow derbies, much the same style as were worn last year. While there is a demand for bows of all shapes, the popularity of this form of tie has very much diminished, and unless there is a sudden reaction in the trade many of the latest novelties in bows will have to be called failures when the season closes.

The "Ping-Pong" scarf has been very successful since its creation. The odd design has been against it to a certain extent; but a closer inspection of the tie, revealing the object of the design and the manner in which it is to be tied, makes friends for it immediately. This tie is given the most prominent place among all furnishers.

The demand for navy and white foulard ties has been extraordinary. These are always popular, in spot and other patterns, but dealers say they have experienced nothing like the present run on these goods.

Tubular ties are undoubtedly the most popular for the hot weather trade. They are wanted altogether in the string shape, to be tied as a bow, and the demand is for stripes only. They are being worn very much by both men and women.

Fall samples are now being shown in all lines and the retailer never had a better opportunity to choose so far as values as well as varieties are concerned. "The Imperial," a four-in-hand in narrow width with beautiful Roman stripe is new and is a very good seller.

Stocks are in more demand this season than ever before. They are in great variety of styles and colors and are the thing to wear with negligee or soft front shirts. The cravat tie is also new and is being called for a good deal. It is made of a new grenadine known as "Grande Maison de Blanc," taking its name from an establishment in Paris where it was introduced. It is a firm, non-stretchy fabric, showing a clean cut mesh separated by solid bars of silk. It comes in solid colors, the effects being in a different weave from the grounds and stand out prominently. These grenadines tie beautifully, making superb large knots and once overs, as well as large ties. The colorings are new and show blacks, blues, rich greens, nankeens and other modish shades. It is one of the most distinctive and most wearable cravattings of the type ever introduced.

The long, narrow derby is reported by several firms as being in most demand. It can be tied either in a bow shape or as a four-in-hand, and is shown in some very pretty colors in fancy stripes.

The Ping-Pong is not gaining much in favor. It had quite a run, as was predicted for it when it first came out, but it proved only a fad.

Another line of four-in-hands which is having a special run just now is the Coronation tie. It is a narrow shape, about one and a half or two inches wide, and is ornamented by a small crown design on the silk, which makes it at this season

Rosamond Woolen Co.

ALMONTE, CANADA.

ESTABLISHED 1857.

MANUFACTURERS OF

WOOLEN and WORSTED GOODS

including FANCY WOOL and WORSTED SUITINGS and TROUSERINGS, STANDARD SERGES and BEAVERS, and a large variety of excellent Meltons and other Overcoatings.

Skilled workmen, a complete equipment of the most modern machinery, and a special designing staff, enable us to produce goods which are right in style, fabric and price.

All piece-dyed goods are stamped and guaranteed "INDIGO."

No Cotton whatever is used in any of our productions.

The Retail trade can make no mistake in asking for "ROSAMOND" goods, which during the past 45 years have always enjoyed a reputation for reliability.

(WE MAKE TO ORDER AND SELL TO THE WHOLESALE TRADE ONLY.)

in our Coronation year a good seller. It is shown in many different shades of red, grey and green.

Hunting stocks, with heavy flowing ends and tied similar to an Ascot, are being worn a great deal, and nearly altogether in white or similar light shades. The Paddle string tie is a new one, and a large sale is predicted for it when it is put on the market. It is similar in shape at the ends to a paddle, aad is tied in four-in-hand or bow shape.

A Removal.

Johnston & Sword, neckwear manufacturers, Toronto, have moved from 40 Wellington street east to larger and more commodious quarters at 55 Front street west. Their new premises are up to date in every way and afford much more room.

The Velo Chameleon Scarf.

The illustration in this journal of the Velo Chameleon scarf material is the exclusive production and design of the Niagara Neckwear Co., Limited. It is a most beautiful cloth, both in quality and brilliancy, and the haberdasher who is overlooked by this firm's travellers misses the best thing of the season. A leading scarf house in New York, who has control of it in the United States, is having a phenomenal success with it. The Niagara Neckwear Co., Limited, make it up into any of the leading shapes.

New Designs and Colorings for Autumn Wear.

The autumn line of silks and shapes of the Niagara Neckwear Co., Limited (ready about beginning of July) is expected by the manager of this firm to surpass his best endeavors of former seasons as regards weaves, patterns and qualities. Among the leading weaves will be new designs and colorings in the crystaline or frozen effects, of which this firm was the leader and originator last season. Baratheas in donble shot figures and bar stripes (their own designs) will be very conspicuous in their collection of silks a month later. No better cloth is made for cravats than this. In shapes, Imperials, Ascots and reversible four-in-hands from 1½ to 2¼ inches will be safe property and good sellers. Freak shapes are better left alone.

Special Lines in Flowing Ends.

John Macdonald & Co. report large sales of men's neckwear for the Fall season, much larger than usual. They are showing some special values in flowing ends. Narrow graduated derbys and all-round derbys to retail at twenty-five cents.

The newest thing in neckwear is a narrow four-in-hand with black and white vertical stripes. The stripes are decided in tone and not of the mixed grey effect.

In men's neckwear, special mention should be made of a clearing line of bows, to retail at 15c., and a range of Paris and graduates, 50c. goods, to retail at 25c., which The W. R. Brock Co. are offering.

* * *

Gloves.

BUSINESS in gloves has been unusually good. The demand continued through the Spring season close up to the end of June. Suede is the leading color. At least it is worn more with formal dress. Tans, however, are in as good demand as ever.

Mocha Gloves will Again be Prominent.

For Fall trade the popular mocha gloves are expected to keep their prominence of last season. These are at once attractive and durable, and can be sold during the coming Fall and Winter at somewhat better prices.

Knit Gloves to be Worn.

Knit gloves are also to be worn again. This was a most satisfactory line last year with those dealers who gave attention to getting in the right class of goods. The designs are numerous, and include all the old patterns that were successful, as well as some new ones in plain colors and fancy mixtures. The white gloves of last season are again shown, and will doubtless be again popular.

Automobiling Gloves.

A glove for automobiling is announced by an American exchange, fashioned after the manner of a military gauntlet. "The cuff is of black grain leather, and the palm of light flexible stock grain or suede leather in black or dark colors."

* * *

Shirts.

ONE of the men's furnishers' lines most affected by the backward Summer season was negligee shirts. The demand for these has commenced well, and the great number of patterns, designs and materials, from the most expensive pleated white varieties to the cheapest plaids and checks, have been well received. Each attracts its own class of admirers, and is, in its own way, a success.

Good Trade in Negligees.

But although, considering the comparative shortness of the season, an exceptionally good trade in negligees is doing, it would certainly have been much greater had the weather been more in keeping with the calendar. Dealers, at any rate, can scarcely be satisfied with the past; but during the coming warm months, by special energy and push, can about make up for whatever has been lost during the first part of the season.

Solid-Colored Soft Shirts.

At present among the selling varieties of soft shirts, solid colors take a leading place. This, of course, includes white, which, in the pleated shirts in particular, is meeting with a popularity that was scarcely expected. With the finest trade, there is no doubt a desire to get away from the colors and strong patterns which everybody else wears, and the new white pleated shirts came as a boon to these people. They sell from $2 upwards. Besides white, ox-blood and nile greens have taken the public fancy. The former sells to all classes of trade; and though the color, by the most dressy men, is considered rather loud, they take it in the fine silk shirts readily.

A Question of Popularity.

While patterns of all descriptions are shown and sold, it is next to impossible to pick out the leader, for the best selling article differs with the class of trade done. The most exclusive furnishers are paying some attention to the neat black or blue dots and figures on white grounds. These patterns are of such a quiet kind that the shirt has more the appearance of a plain white shirt, at first glance, than of a fancy garment.

Stripes, Checks and Plaids.

Stripes, plaids and checks all sell well in the popular trade. Stripes are liked best The plaid and check designs had a long run, and there is a desire on the part of most men to drop them in preference to the stripe patterns. The latter include many varieties, in groups and plain, blue and ox-blood being the predominant colors.

Fancy Shirts for Fall and Winter.

Fall and Winter goods in fancy shirts include all the same designs, practically, as shown for present wear. There is apparently to be an increased demand for the heavier negligee shirts for cold weather wear. These have been found by all wearers to be more comfortable than any stiff front, and now that they have been produced in patterns suitable for Winter wear, their chances for a continued patronage are good

This is especially true of the pleated front negligees, the heavy bosom of which is as well adapted for wearing in Winter, under a waistcoat like an ordinary white shirt, as a stiff bosom shirt would be.

The feature of the Fall and Winter trade in fancy shirts is the lack of interest the trade shows in fancy stiff bosoms.

Wreyford & Co.

Romain Building, King St. West, TORONTO.

WHOLESALE MEN'S FURNISHINGS.
AGENTS FOR MANUFACTURERS.

ALL SEASON GOODS STOCKED.

Summer Underwear and Fancy Half-Hose, Bath Gowns, Leather Belts, English Flannel Trousers, white and grey stripes, good quality Bathing Suits, Club Sweaters and Lacrosse Suits.

For FALL and WINTER we are now showing full ranges from

Young & Rochester

LONDON.

Dressing Gowns, Smoking Jackets, Winter Vests, Fine Flannel Shirts and Pyjama Suits, Latest Neckwear, Dress Shirts and Vests. Our "**Classic**" **Collar** in 2, 2¼, and 2½ inch is a great success.

Tress & Co.

HIGH-CLASS HAT MANUFACTURERS.

Latest London and New York shapes.

English values.

Select Caps—new shapes, The "Kaiser" and "Czar."

If you have not yet put in a stock of

Dr. Jaeger's Underwear

it will pay you to do it; there is good profit to retailer, and universal satisfaction to customer. **Merit** has obtained for "Jaeger's" the name of **STANDARD UNDERWEAR OF THE WORLD.** The fleece slippers, slip on bands, kneewarmers, etc., included in "Jaeger" specialties are ready sellers.

SEND FOR PRICE LISTS AND DISCOUNTS.

WM. BIGGAR & SON

GALT, ONT.

Sheepskin tanners and manufacturers of

Gloves and Mittens

in Saranac, Horsehide and Calfskin.

Also . . .

LACE LEATHER.

Drop us a line for quotations on any of these goods.

RENOWNED FOR HIGHEST EXCELLENCE.

"HENDAWICK" UNDERWEAR

For all Seasons and Climates.

INDIAN GAUZE, PURE SILK, SILK-and-WOOL, WHITE and COLORED MERINO, FINGERING, CASHMERE, LLAMA and LAMB'S WOOL, and our famous AUSTRALIAN WOOL.



LADIES' GENTLEMEN'S and CHILDREN'S UNDERWEAR in all Varieties.

JAMES HENDERSON & CO.,
Hosiery Manufacturers, HAWICK, SCOTLAND

☞ **We are the Sole Makers of this Underwear. The woven label on all our goods is a guarantee of excellence in quality, make and finish.**

These once popular garments have had a hard time of it since the world took so kindly to negligees, and it is doubtful if they will ever be in as good demand as they were two or three years ago. However, there is sure to be considerable inquiry for these shirts during the coming cold season, and the trade should be prepared to supply them.

Canadian Shirtings.

"The style in shirting goods for the Coronation year is the zephyrs, a woven colored shirting of Canadian manufacture," said a retailer in Toronto to THE REVIEW. "It has replaced, to a large extent, the French print which has had such an inning."

Fall Shirts and Shirtings.

Hamilton, Berkinshaw & Co. are showing a superb line of Fall shirts. This firm have been in business about a year, and during this time have won an excellent reputation through the superior quality of their manufactures, catering with first-class goods to high-class trade.

The "Royal" shirt is now known from ocean to ocean and has been found to be a high-grade shirt in every particular—a good seller. Shrewd buyers have been quick to buy the "Royal," because they recognized that it combined to an exceptional degree all the peculiar and exacting demands of the shirt trade.

The representatives of the firm will be on the road shortly, showing lines for the Fall trade.

In white shirts, the special BB, to retail at 50c., and the GX unlaundered, to retail at 40 cents, are good leaders.

Low-Priced Top Shirts.

In top shirts, "Byme," to retail at 25c., and "Loch Lomond," to retail at 50c., are good values. 119 black sateen shirts, to retail at 50c., and 120, to retail at 75c., are worthy of attention.

* * *

Waistcoats.

THE demand for white waistcoats, both plain and with small figures or spots, is of the best. This is a branch of the trade which should receive attention the year around, as the wearing of fancy waistcoats is becoming more common at all seasons among all classes of trade.

Grey Effects.

For the Summer season, besides white and the different patterns in it, there are many grey effects which are attractive and sell well. Tan and linen shades have been good sellers in United States centres, but their popularity in Canada is not very great. Tan, in waistcoats, as in other garments for outside wear, is too nearly allied to khaki, which had its run only a short time ago as a popular color, to have much success on this market. Slate and ecru are selling colors.

Fall cloths for waistcoats run on much the same designs as those of last Fall and Winter. Large checks or plaids, quiet in tone, on dark green, red or black grounds, are prominent.

Both single and double-breasted waistcoats are now worn. The former are said to be preferred by the best dressers in the present season.

* * *

Dress Goods and Psychology.

[BY H. D. C.]

HAVE we ever thought that when a man looks casually at his fellow he is deceived? Have we ever considered what, from the viewpoint of the psychologist, is the service performed by dress?

Probably 99 per cent. of our citizens confound the outline of the dress with the actual form and lineaments of the wearer. Despite the hackneyed adage that the dress is not the man, to the citizen, to the ordinary individual, the dress is, if not the man, at least the man's body or frame. Save the investigator, and that only during the investigation, everybody fails to dissociate the outlines of the wearer and the garment worn.

However unconscious of it we may be, a well-dressed person assumes importance in our eyes. Physical deformities, covered by skilfully-adjusted garments, become less abnormal. Natural beauties and graces are enhanced by a melody of dress. To other people, what we wear is an index to what we are. Nay, more; often what we wear is confounded with what we are. The study of psychology inclines to the conclusion that the proper attire conveys an impression of real worth. This is due to a false analogy which confuses the external appearance with one's essential character. This, however, is valuable capital to him who manufactures clothing.

* * *

Collars.

THERE has been less falling off in the demand for wing collars on the part of the consumers than was expected. The lateness of the season is, no doubt, accountable for this. It is not by any means likely that the wing collar will be anything like a favorite for Summer wear. That place belongs to the high band collar. The popularity, among the best class of trade, of wing collars during the Spring, and, as I have said, well on into the Summer, augurs well for its success during the coming Fall and Winter seasons. It required a little more perseverance than usual to induce men to again take up this style, but when it once had a fair start the demand increased until every up-to-date furnisher found it necessary to make the wing collar one of the important features of his stock.

Wing Collars will be Popular

For Fall there is no doubt of the continued popularity of wing collars. The many forms of neckwear excluded by the high band collar can all be worn suitably with the wing. The fact, too, that the "popular" trade has not yet taken kindly to the new wing collars is a great point in their favor, from the point of view of the high-class trade, who are never happy unless they can have something in dress different from the average man. There is no material change in the shape of wings for Fall; the collars are of practically the same height also. Whether the wings or tabs shall be large, medium or small depends wholly on the taste of the wearer. In the Canadian trade, however, the large wings have not been received as favorably as those of medium size. English fashion favors the large wing, apparently. Some very small tabs have been shown to the trade, but these were also on the market for Spring and made but a poor showing beside those of medium size. Square corners are still preferred, though many people wear the round shapes, and both must be kept in stock.

High Band Collars Beginning to Sell.

The high band collar in the low shapes has commenced to sell to the public very well, and it is likely that in anything but these low shapes there will be little done in the high bands. There are, of course, extreme sizes, which always catch a certain class of trade; some are as low as 1⅜ in., but the average low collar is about 1¾ or 2 in.

High Shapes for the Fall.

For Fall we will likely have the high shapes again. It is expected that the very high collars of last season will not be worn, and that about 2½ in. will be the limit. This, however, is doubtful.

Round and Square Corner High Bands.

In the high band for Fall and Winter trade both round and square corners are shown; and it is not likely that there will be any greater preference than last year between the two. A new style in the high band with the fold coming only a little more than half way down the side has been offered to the trade, but not with the greatest success. This is a narrow width, suitable for Summer wear; but one would suppose by

"The Hose that made us famous"

is now being shown on the road by all

Leading Jobbers' Representatives.

Made from finest Cashmere Yarns.

Perfect Fitting *Full Fashioned.*

No Seams.

We guarantee our goods to have

Double and Triple Toes, Soles and Heels,

also

Reinforced Ankles.



the shape of the collar that it was designed for cold weather wear, when the base of the collar is well covered by the coat.

Straight Standing Collars.

Besides the wing and high band collars, we are sure to have a fair demand for the always fashionable straight standing style. This is shown in the usual number of shapes, varying slightly from each other, but in nothing radically new.

* * *

Hosiery.

A NUMBER of solid colored half-hose have appeared recently, and are in excellent demand with the leading furnishers. These include dark reds, blues, indigos and browns. It seems that in spite of the immense variety of patterns produced by the Summer season's trade, and the cordial reception with which each and every one of these was met, the retail trade and the public are perfectly willing to add to the list anything new that manufacturers may bring out.

The Designs That Are Selling.

To glance over the various designs in hosiery, and say: "This sells well; that is not so good; this other is a poor seller," or anything as definite would be impossible. There is no class of design that leads, unless we except all patterns on black grounds, which among the high-class trade are preferred. But stripes, both vertical and horizontal, spots, spots and stripes, figures, figures and stripes, and figured stripes all move out well in the men's hosiery department. If the color and general appearance of the article suits the customer, he purchases it, without asking, as is often the case under other circumstances, "Is this the latest thing?" or "Is this what they're wearing now?"

Freak Patterns.

With such a variety of design, there must be many freak patterns. The season for fancy hosiery is a loud one, and even some of the boldest designs are popular. Among the newest half-hose are some with black tops and black feet, the middle portion white with a few figures in colors. This has sold as well as others, and it need scarcely be remarked that, when such articles can be sold, the designer of the season's fashions has a very wide range.

White Hosiery Again in Evidence.

Plain white hosiery has come in again with much success. White grounds with neat figures in blue or black have also been shown, and for some classes of trade have been among the best selling lines.

Fall goods show more solid colors than the present styles. An exceptional demand is looked for in the heavier fancy half-hose during the coming Fall and Winter seasons.

Hosiery Firm Wants an Agent.

James Henderson & Co., hosiery manufacturers, of Hawick, Scotland, are one of Great Britain's prominent firms in this line, their hosiery being known under the brand of "Hendawick," and is made up from Australian wool. This firm are open to negotiate with reliable parties to represent them in Canada, and, as they are at present doing business in Canada, this should be a desirable agency for some commission man.

Some of The W. R Brock Co.'s Lines.

The W. R. Brock Co., Montreal, are showing the "Boss" cashmere socks to retail at 25c. which is undoubtedly one of the best lines shown this season.

The "Cracker" grey wool stocking to retail at 12½c., the "BB" an all-wool ribbed to retail at 15c. or two for 25c., "Gem" to retail at 20c., and 224, a 3¾ lb. sock, to retail at 25c., are some of the lines of The W. R. Brock Co., Montreal.

Men's Wool Socks.

The W. R. Brock Co., Toronto, made large contracts for men's wool socks early in the season. Their three-pounder grey mixed wool called "Bluenose" can be retailed for 15c. or two pairs for 25c. Their "Dawson" is a good seller, to retail at 20c. Another line to retail at 20c. is called "Beatsall."

THE MAN OF FASHION.

What a Leader in the Smart Set has to say Respecting the Ultra Fashion of the Moment.

JUNE 1 marks the date of the substitution of the straw hat for the derby or felt, and when this most noticeable change has taken place every other form of Summer attire follows as a matter of course; the waistcoatless flannel suit, the soft-front shirt, the madras tie, low tan shoes, etc. There is at once perceptible casting off of formality, and, aside from the emptiness of the residence streets, which show long lines of tightly-boarded doors and drawn shades, the city begins to take on its usual warm weather look. From the newest fashions it is learned how slight is the difference in shape of this season's straw hat, whether it be of the Panama or straight-brimmed models, from the fashion of last Summer's hat, which, if still in good condition, may be worn without the least fear of looking behind the times.

NARROW-BRIM PANAMA.

The narrow-brimmed Panama (narrow in comparison to the others, though not particularly so in fact) is made of a very finely woven Panama grass, somewhat the texture of closely woven canvas, and has rather a high crown, flat slightly curling brim and broad black silk band, finished in a square bow. Besides the dent in the top it is usually worn with dents or depressions in the sides of the crown, and the brim may be pressed to have a little more roll and more curve front and back, according to what proves most becoming. The style of stick to carry is a dark brown, moderately polished bamboo, with silver tip and twist on the handle; this style was much used during the past year.

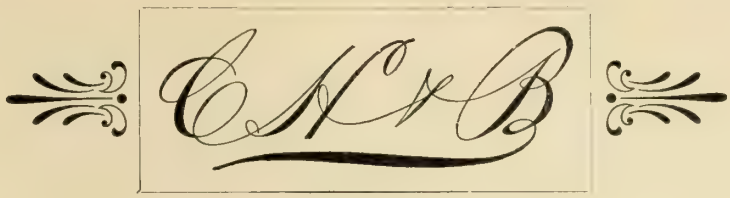
THE BROAD-BRIM VARIETY.

The broad-brimmed Panama has a very decided roll, so that the crown, which is dented on top and at the sides, appears lower than it really is. The grass is more coarsely woven than that of the other hat, somewhat resembling heavy canvas, and the black silk ribbon band is much narrower. Generally speaking, the shape is best for men of good height and rather large build, being somewhat too big for a short or light figure and delicately formed face, but, of course, no one precise rule can be laid down to cover all cases, especially, as like the smaller hat, the brim may be bent in the manner which proves most becoming. The stick to carry is of ash wood, with silver bands, the lowest of which is marked with initials, but it would be quite as good in point of style if perfectly plain.

STRAIGHT-BRIM HATS.

Of the straight-brimmed straw hats, the broad brim will be more fashionable than the narrow this Summer, as indeed it was last year, although worn by a comparatively small number of men. It seems from present indications that plain black and dark blue silk bands will be more used by older men than those combining two or more colors, but the latter, if of good style, will be permissible and among the college boys probably, as usual, more or less of a fad. Bands with polka dots or spot designs in white or color are not, however, good, horizontal lines or stripes in dark tones being the correct thing. Colored bands may be bought at all the shops for about 50c., and if a man wears a straight-brimmed hat it is well to have one, as a change from the plain color. I say if one wears a straight-brimmed hat, because on the Panama straw colored bands are very unusual. I have seen plain dark red worn by one or two young men on very large flaring Panamas, but it is the exception and an individual fad rather than a fashion.

One may buy in most of the large cities some of the types of hats worn in Eastern and tropical countries, but they have



Caulfeild, Henderson & Burns

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Manufacturers and Importers of
Men's Furnishings.

SORTING TRADE

FULL RANGE OF ALL LINES IN STOCK.

Underwear—French and Domestic Balbriggan in plain and fancy stripes, Natural Wool in long and half sleeves.

Domestic Shirts and Drawers in plain and fancy stripe cotton.

Hosiery—Cashmere, 850 "Imperial," and 815 "Champion," full range of sizes, Fancy Cashmere, Threads and Cotton Half-Hose in great variety.

Shirts—Large assortment in Negligé, Stripe and Check Zephyrs, attached or detached cuffs ; also good line of Ceylon Silk Stripe Flannel, collar attached. Stiff Bosoms, made either long or short.

Neckwear—The "Ping-Pong" and "Tennis" are the latest summer ties. We have them, and are showing a large variety of patterns to choose from.

Overalls and Jackets—In Black, Blue and Grey Denims or Ducks—with and without Bibs—at all prices.

Summer Clothing—Our stock is still very replete in all lines, viz. : Flannel Suits, in fancy stripes or plain white ; Lustre Coats, in grey and blacks ; White Duck, also grey, or black and white Check Cotton Coats ; White Duck Trousers ; Fancy and White Duck, also White Pique Vests.

Full range of samples now in the hands of our travellers.

FALL 1902

LETTER ORDERS carefully and promptly filled.

never been reckoned with as general fashion, so that the Panama and straight-brimmed straws offer the only choice for Summer. The genuine Panamas, must, I think be called the smartest, although there is no doubt that the old style is still worn by many well-dressed men, and it is largely a question of which is more becoming.

TIME AND SEASONS FOR THE STRAW HAT.

In town the straw hat may be worn both day and night with sack clothes, the morning coat suit and the dinner jacket, but with the long evening coat it does not look well. As a matter of fact, however, during the warm months, full evening dress, or a frock coat is rarely worn in town, so that one does not often have to put up with the discomfort of a silk hat; in the country, with evening coat at least, a straw is sufficient.

TOP COAT NOT OBLIGATORY.

It is not necessary as far as fashion is concerned to wear a top coat even of the lightest weight over evening clothes during the Summer months, and one may walk about the streets in a long-tailed coat and white waistcoat, or in a dinner jacket, without fear of looking over-conspicuous, or of being in bad form. We are, of course, always likely to have thunderstorms or sudden showers in this climate on Summer evenings, when a top coat of Cravenette, or even unwaterproofed material is most agreeable, so that something may be said for it on the ground of prudence, but to carry one for the purpose of looks, or because of an impression that to do so is better style, is an unnecessary labor.

As I have intimated full evening dress is more frequently worn out of the city than in it during the Summer months, and when one stops to think of it there is every reason why this should be so. It is largely society which makes dress, and when society has abondoned the city, naturally there is a lessened formality, and a tendency to wear whatever is most cool and comfortable.

OUTING DRESS.

Reference to outing dress is especially timely. Although even the most cursory description of all its varieties is not possible within the limits of this article, we give some idea of the correct styles for sport, and more particularly for that of riding.

In town, and for that matter in the country as well, the most usual riding suit is one of mixed tweed, or other suitable material in shades of grey and brown, with check or indistinct overplaid marking, the coat and trousers of the same stuff. But it cannot be said that this is the only proper costume, for many well-dressed men wear a dark coat of the cutaway type and buckskin or other light breeches, and some nothing more distinctive than a dark sack jacket, lighter breeches and leggings. The riding coat, which may be with or without waist seams, should have a more or less well-defined waist line, skirts which hang well around to the front and a back cut with the usual tails. The pockets at the side may be straight or set diagonally, and should have flaps finished either with or without buttons, while the breast pocket is usually made without flaps.

COLLAR TO WEAR.

The single stock is of heavy white cheviot, with mauve scarf brought around once from the back and tied in a simple drop fold, caught and held in place by a gold whip and spur stick-pin. The scarf may be of plain white cheviot or light tan or other shades, but, as a rule, pink or blue, on account of their commonness, are not good colors. Other styles of stocks, notably that which folds around the neck and is tied in an ordinary Ascot knot, are used and are quite as correct.

As to the waistcoat, it should be of light-colored English flannel, with a simple plaid marking in dark blue, cut with the Tattersall opening at the neck and with sharp points at the bottom. This is perhaps the best of all cuts for a distinct riding waistcoat, as it is certainly the most "sporty" in appearance. English flannel is unquestionably the best material, but other styles are frequently worn.

There are several kinds of belts in smart fashion of which may be mentioned especially that of black and that of tan leather. One of a light shade of tan, rather narrow, heavy harness sewn and with simple nickel buckle, is the correct make, not only for riding, to which it is not especially applicable, but for all manner of sports or for ordinary wear in Summer with sacque suits. The cinch fastening belt is now out of fashion and the sash is, of course, altogether a thing of the past.

Puttees have often been spoken of during the past two or three years. They are generally made of pigskin or other leather and finished in tan shade. The strap winds twice around the leg and is fastened with a small buckle above, while another small strap and buckle keep the top tightly fastened. It makes an admirable legging for shooting or tramping over rough country and has been much used for riding, although for such a purpose perhaps less good than boots or riding gaiters.

THE TAN LEATHER LOW SHOE.

One of the most noticeable changes of the season is the comparative absence of the tan leather low shoe. For the country and for sport it will, of course, be as much worn as ever, but in town and at suburban resorts it has, among well-dressed men, been almost entirely forsaken for the low black calf or patent leather tie. The reason can be attributed only to its commonness during last and the preceding Summers, the same old cause that is sooner or later the downfall of all broadly popular fashions.

* * *

The Centenary of Trousers.

THE British people have been celebrating, without undue exhiliration it must be confessed, the centenary of trousers. It is a hundred years ago since the English adopted the custom of wearing these garments in the teeth of the fierce and funny opposition which accompanies every radical change of fashion.

They are prosaic garments. We sigh, in moments of sentiment, for those "fine figures of men," whose sinewy calves showed proudly below the neatly-gartered knee, and marvel to think that through all the shifting changes of fashion and mode of life for a hundred years trousers have continued to cling to the legs of peer and peasant alike. Without a moment of reflection, such as is furnished us by this notable centenary, we might look upon trousers as matters of course. They certainly are not. Our great grandfathers, who strode bravely in

TIGHT-FITTING "BREECHES AND GARTERS,"

fought hard against the innovation, and we are told that the great Duke of Wellington himself was once refused admission to a fashionable club because he was wearing trousers. Yet even trousers have had their vicissitudes. Fashion has shrunk them to tight-stretched funnels, closely clasping the leg, and has opened them out broadly to flap with prodigality of measurement, carrying twice as much cloth as was necessary. They have been thin-striped and thick-striped, short cut and long cut, "peppered and salted," and made garish with big checks. It has been criminal to have the ankles turned down, and it has been a sin against good taste to wear them turned up. The vast wave of invention which began to roll early in the century just closed has surged in vain so far as the trousers are concerned. The railway train, the electric telegraph, the hydraulic elevator, the ocean steamer—all these have arisen and have left this new custom of wearing our nether garments "complete and independent" particularly unchanged. Even the motor-car, which has given us new veils, new aprons, new

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CLOTH AND KNITTED

CAPS

ASK YOUR JOBBER
FOR GOODS MADE BY

MOHAWK VALLEY
CAP FACTORY

UTICA, N.Y., U.S.A.

gloves, new coats, has made no impression upon trousers. The bicycle has made the deepest impression, but that is only superficial.

CURIOUS REFLECTIONS UPON MANNERS

spring readily from the history of this garment. For many years the very name was something that could not be spoken in polite society—certainly not in the sensitive ear of the "mixed audience." Some clumsy genius taught civilized English-speaking mankind to mention them with bated breath and call them "unmentionables." All that, happily, is changed, and the nation is getting slowly back even along the line of sartorial nomenclature, to a healthy frankness that rings true. There is hope for a generation that can say bluntly: trousers.

In reality this does not mark the hundredth year of the first adoption of trousers in England, but of the readoption. For, although the ignorant are in the habit of supposing that the ancient Britons were dressed in very little indeed, the fact is that long before the Romans invaded Britain our forefathers were in their way famous for the cut of their trousers.

After the Romans quitted the shores of Britain the people gradually reverted to their old style of dress, at least as regards trousers. The twelfth-century cut of trousers was strikingly like that article of limited feminine wear known as "bloomers." In the reign of Henry VIII. the name appears more or less frequently in wardrobe accounts, and in the Elizabethan period they were certainly in use, for Ben Johnson, in his play, "Staple of News," has Peniboy, junior, walk "in his gowne, waistcoate, and trousers." Dekker, too, in the "Gull's Horn Book," 1609, speaks of "the Italian's close strosser." How it came to pass that

TROUSERS FELL INTO DESUETUDE

and knee-breeches and fanciful stockings took their place does not appear to be thoroughly understood. It would seem to be recognized that up to one hundred years ago they were quite out of fashion in England, although among colonists in North America they continued in use. Lord Carlisle, writing to his wife from America in 1778, says: "The knats in this part of the River Delaware are as huge as sparrows: I have armed myself against them by wearing trousers, which is the constant dress of this country." The last clause of this letter would seem to prove not only that the Americans wore trousers, but that the article of clothing was not in general use in England.

Like the daring individual who first put up an umbrella, those that first wore trousers were subject to a great deal of harassing ridicule. Gilray, the famous caricaturist of his day, delighted in depicting notabilities in the then-looked-upon grotesque garb. But trousers, like many another useful article, have lived down all opposition and made themselves the universal wear. Indeed, in 1849, an American lady threatened to introduce an exaggerated pattern of them as the universal costume for women, and appeared on public platforms dressed in "bloomers," advocating that style of dress. For a time many women wore them; but as the men refused to keep sober faces, the skirt was quickly reverted to and re-established. The bicycle craze gave indications of bringing bloomers again to serious attention. Many were the changes that have taken place in fashion and cut during the past century. At times trousers fitted with almost the tightness of a glove; at other times the cloth used in the making of a pair would have been sufficient for two pairs of the present-day article. Sometimes it was fashionable to have them pulled tight and strapped under the foot, a chain by some being used for this purpose. At another period no one was correctly attired unless he had his trousers turned up. A practice in use by the Gauls still survives in rural districts of tying the trousers under the knees.

A New Yorker's Views on Men's Attire.

MR. J. D. KUPPENHEIMER, who represents the firm of Klatzer & Co., New York, recently visited Canada. Mr. Kuppenheimer is a man of extreme fashion—the acme of all that is stylish in gentlemen's wearing apparel. In an interview he said:

"In woollens, many striped worsteds will be worn, and black and white Scotch goods will be very stylish for overcoats. The overcoats for the coming season will be cut somewhat shorter. In sacque coats, or in business suits, the new cutaway sacque is the thing, and is going to be popular.

"The Prince Albert coat will be cut much in the bell shape, loose at the bottom and fitted to the figure at the waist, and will be somewhat shorter. Morning coats are being worn in vicunas and soft goods, in blacks and in dark colors. The military is one that appeals to the fancy of younger men, and is a really pleasant fancy of fashion.

"Waterproof overcoats in Cravenettes, in dark greys, are being worn extremely long, with cuffs.

"In trousers, the latest thing is the cuff bottom, a development of the fashion of turning trousers up. Trousers turned soon sag out of shape, and the cuff is a unique way out of this difficulty. The fashion is still for stripes and small checks, but there is an inclination towards Scotch goods.

"White vests are very popular in New York, and washable goods have the call, a pique, with silk finish, very soft and durable, having great vogue. It is in the buttons of these that fashion's fancy capers most extravagantly. Jewelled pearl buttons are all the rage, and other buttons are set with all kinds of precious stones."

Speaking of hats, he said: "For summer, the Panama in all shapes, but especially the Fedora shape, was the favorite, and some of the real Panamas cost from $20 each to as high as $200. The Fedora in black and stone grey felts, extremely wide in the brim, were most fashionable.

"The high turnover collars are the thing for general use, and the latest novelties in ties is the ping-pong tie, something unique and very convenient.

"The coat skirt—open all the way down—in all patterns, is the thing for summer wear."

Mr. Kuppenheimer, when seen, was wearing a frock of the most exquisite quality of worsted, lined and faced with silk; his double-breasted black vest was bordered with a cord of pure white silk, and his trousers were striped ones, with cuff buttons. He wore open-work hosiery, with low-cut patent leather shoes. Open-work hosiery was the correct thing, he said.

Mr. Kuppenheimer paid a high tribute to the excellence of Canadian goods, which, he said, demanded a good price in the shops of fashionable New York tailors.

* * *

Courtesy in the Store.

IN THE men's furnishing business it is necessary to win the confidence of your customer, and the merchant or clerk who has the genius of doing this possesses an exceedingly valuable quality. It is important that buyers should be attracted to the store through advertising of one kind or another; but it is more important that their confidence should be won and retained. To win confidence certain elements of character as well as certain methods of doing business are essential. The clerk or merchant must know his business and the value of goods so thoroughly that he can honestly and intelligently express an opinion as to the respective merits of various goods in any line he may be showing. The salesman must be, moreover, fearless in his statements—having fear neither of contradiction by the buyer, nor of criticism by his

We'll Help You

get the lion's share of the Underwear business of your locality if you take hold with us.

We'll help you in three ways: By giving you the best Underwear on the market; by giving you the best Underwear-advertising in the field; by giving you the same methods and working with you constantly along the same lines that have built big business for us.

Stanfield's Unshrinkable Underwear

means more to the dealer than simply so many dozen stock on your shelves. It means business life and energy, enthusiasm, progress, success.

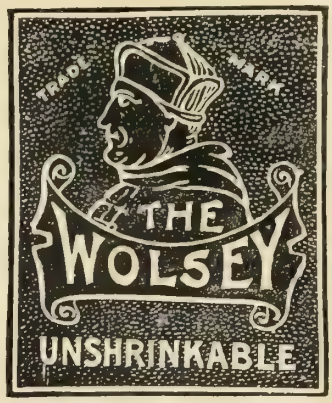
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"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

The Wm. Wyndham Co.
LIMITED.

27 and 29 JOHN STREET SOUTH,

HAMILTON.



Rawlins.

Up-to-date Hats

FOR

Up-to-date Hatters



Prince Henry.

LATEST AMERICAN BLOCKS A SPECIALTY.

THIS IS THE NEW HAMILTON HOUSE FOR

HATS, CAPS, FURS, GLOVES.

William Agnew & Co.

Montreal.

OUR SPECIALTIES

Dress Goods, Silks and Henriettas.

FALL 1902

Armures
Box Cloths
Bengalines
Coutils
Crepe de Chene
Crepolines
Poplinettes
Satin Luella
Satin Duchesse
Velveteens
Velvet Cords
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ALSO OUR STANDARD LINES OF

Henrietta Cloths A85 to A600

Italians
Venetian Coatings
Black Silks
Black Satins
Coloured Satins.

WILLIAM AGNEW & CO.
305 St. James Street,
MONTREAL.

employer. If he does fear he cannot have sufficient confidence in himself to win confidence from others.

But a salesman may be honest, intelligent and fearless and yet fail in winning the confidence of buyers because of wrong business methods. The merchant who misrepresents in his advertising or who tries to sell inferior goods or imitation for first-class articles places his clerks at a disadvantage which few clerks can overcome.

Again, a merchant who makes sudden or erratic changes in his prices creates difficulties for his clerks. His clerk may sell a valuable customer a pair of gloves on Monday for $1.75 and tell him that the price is rockbottom. But on Wednesday the customer passes and sees the same pair of gloves conspicuously marked at $1.50, or even as low as $1.25. This may occasion the loss of a customer, at least it will certainly mean the loss of his confidence in the clerk who sold him the gloves. If things like this are done frequently there is bound to be a great deal of loss directly due to this cause.

It is well for a merchant or clerk to treat customers friendly. The other day I went into a men's furnishing shop with a friend who asked the merchant to show him a certain line of collars. Several styles were brought out, but were not just the pattern the young man wanted. The merchant was so discourteous about it that he did not buy. We went out and up the street a short distance into another shop, and were still unable to get the style he asked for. But we were treated with such courtesy by the merchant that my friend bought one of the styles shown. The former dealer had the same line but lost the sale through discourtesy.

* * *

White Trousers.

WHITE duck trousers are reported by the retailers as being good sellers, and most of them have in large stocks. There is nothing new in style in white trousers. The bottoms are worn turned up as usual.

* * *

Nearly $16,000,000 Worth of Collars and Cuffs.

THE Census Bureau at Washington a few days ago issued a report on the manufacture of collars and cuffs in the United States during the census year 1900. It shows a capital of $10,216,817 invested in the 57 establishments reporting for the United States. This sum represents the value of land, buildings, machinery, tools and implements, and the live capital utilized, but not the capital stock of any of the corporations in the industry. The value of products is returned as $15,769,132, to produce which involves an outlay of $583,087, for salaries of officials, clerks, etc.; $5,658,969 for wages, $1,128,887 for miscellaneous expenses, including rent, taxes, etc., and $6,011,456 for materials used, mill supplies, freight and fuel.

The average capital per establishment was $179,234; average number of wage-earners, 300, and average value of products, $276,651. There was but one large establishment outside of the State of New York. The value of collars and cuffs produced was $9,077,700, and shirts $5,864,671. There were 121,032,540 collars and cuffs produced and 10,306,416 shirts.

* * *

Agent Wanted for Underwear.

A manufacturer of an excellent line of underwear in Scotland has written THE DRY GOODS REVIEW asking to be put in communication with a manufacturers' agent in Canada who would be able to carry this line. The goods are advertised in this issue, and THE REVIEW will gladly give further particulars to any manufacturers' agent who would like to correspond with the firm in question.

Looking for Umbrella Novelties.

MR. M. MARKUS, of The Standard Umbrella Manufacturing Co., is in Europe on the lookout for novelties in umbrellas. The rapid strides made by this company say a good deal for their manufactures. Since it was started it has done much to decrease the imports of umbrellas into this country, the trade being quite willing to take those of The Standard Co.'s make in preference to goods made abroad. With a few more enterprising and thoroughly up-to-date factories like this one the umbrella manufacturing industry in Canada should soon become an important one.

* * *

Dealers and Their Stores.

WHITE & MANAHAN.

THE firm of White & Manahan has the proud distinction of being the first exclusively men's furnishing establishment in Winnipeg, and dates back to the year 1878, when it was opened in what was then known as the Red Ball store, a few doors south of Portage avenue, by James Lyster, with W. G. White as assistant.

From the very first the venture was a success, and in October of 1882 Mr. White entered into a partnership with E. Manahan, and in company they bought out Mr. Lyster and have continued to do business together ever since. in 1883 a branch of the business was established at Rat Portage, Ont., and it also has continued to thrive and grow, and is to-day a most flourishing branch of the parent stock occupying a substantial and commodious stone building, the property of the firm, which they built in 1892

In the year 1885 the Winnipeg store was moved from the original stand to the Clements Block, a large brick structure on the west side of Main street about half a block south of the City Hall Square. This met the growing demands of the business at that time for space, and here the business was housed until the year 1889 when the firm erected for themselves a handsome brick and stone structure a few doors nearer the City Hall Square. These premises are 25 x 178 ft. and run right through from Main street to Albert street and have good entrances on both streets. The building is two storeys and basement and is entirely occupied by the firm

The Main street front has handsome plate-glass windows aud the building is fitted throughout with metallic ceiling and the latest and most improved store furniture and fixtures suitable to the lines carried, plate-glass showcase counters being used throughout.

The entrance off Albert street is especially valuable from the fact that this street leads directly into the Market Square, and as all the large implement houses are situated round this square and also the Grain Exchange, it is a great gathering place for men, many of them from outside points, who very naturally avail themselves of the most convenient place to buy.

The house carries the best and most up-to-date lines of clothing, buying chiefly from Toronto and Hamilton. They import their hats and caps direct from England. Furs and shirts come chiefly from Montreal and neckwear from all the leading Canadian and American houses. American styles of neckwear are the most popular in Winnipeg and the West. Winnipeg has to-day no more enterprising and highly respected merchants than the members of the above firm. They have given their time and energy to developing their business along the best lines, and their efforts have been crowned with very deserved success. They do not boast of this, but it is a fact nevertheless that since they opened up they have never been in difficulties or had to compromise with their creditors. The house is very popular, not only with the city of Winnipeg, but throughout the West.

W. G. White is a native of Richmond, Quebec. He learned his business in that Province and afterwards spent some time

in Iowa before coming to Winnipeg, and is now a man in the very prime of life—cool, shrewd, alert, an enthusiast in his own business. E. Manahan hails from the county of Perth, that has given so many good men and true to the West. He came to the city in 1875 and was for some years with the firm of Villiers & Pearson, who used to run the old Buffalo store on the corner of Main and Portage avenue. E. C. H.

* * *

The Penman Knitting Mill at Thorold.

THE DRY GOODS REVIEW herewith illustrates the Penman mill at Thorold. This is one of the seven manufacturing plants of The Penman Manufacturing Co., Limited, whose headquarters are at Paris, Ont., and of which John Penman is president, G. H. Bisby, vice-president; O. R. Whitby, secretary-treasurer; and J. B. Henderson, general manager.

The mill at Thorold is devoted to the production of high-grade men's Winter underwear. This plant has been established for some eighteen years; Mr. O. J. Phelps is local manager. It comprises a substantal four-storey building of stone 72 x 80 ft., with a two-storey annex 70 x 40 ft., and a three-storey warehouse 40 x 60 ft. together with a boiler-house eqnipped with an 80 horse-power boiler. The upper storey of the main building is utilized as a stock and parceling-room, the third for spinning and knitting, the second for carding, and the main apartment for finishing. The annex is mainly devoted to scouring and dyeing, the upper storey being in use for general utility purposes, while the warehouse is used as a picker department in the basement, the balance for storage of raw stock. The plant is what is commonly known as a three-set mill, and is thoroughly equipped with modern machinery and appliances, including 15 knitting machines, 4 mules of 260 spindles each, and furnishes employment to 80 or more hands constantly. To keep this plant in operation requires about 100,000 lb. of Australian and Cape wool annually.



The Penman Mill at Thorold.

* * *

Furnishing and Tailoring Notes.

THE tailoring establishment of John Smith, 706 Queen St. West, Toronto, was gutted by fire on June 7. The loss on the contents is put at $1,000, and on the building $500. The loss was covered by insurance.

Joseph G. Racette, merchant tailor, 123 St. Francois Xavier St., Montreal, has made a voluntary assignment of his estate to Messrs. Wilks & Michaud, public accountants.

The men's furnishing business lately carried on by W. S. Phillips, Victoria, B.C., has been purchased from the assignee by McCandless Bros. The stock was almost new, having just arrived from the east a few weeks previously.

H. P. Kohn, Gravenhurst, Ont., whose tailoring establishment was destroyed by fire some time ago, has again opened up business with an entire new stock of goods in the store next to the post office.

An assignment has been made by A. Demers & Co., Montreal, dealers in men's furnishings. It is not long since this business was opened up on St. Catherine St., Montreal.

A declaration has been filed in the prothonotary's office at Quebec by Louis Raoul and Odessa Bergevin, stating that the partnership existing between them as merchant tailors, under the firm name of L. Bergevin & Freres, had been dissolved by mutual consent.

Nicholas Young, merchant tailor, of Sydney, N.S., and Miss Devlin, formerly of Halifax, were married last week in Sydney. THE DRY GOODS REVIEW offers congratulations and extends best wishes.

Furnishing Notes Gleaned from Wholesalers.

IN the men's furnishing department of John Macdonald & Co. are being shown a special line of union-made suspenders which can be retailed at 25 cents. This is a line being sold at 20 per cent. less than regular price.

A fleece-lined nightshirt for men, called "Morpheus," is being offered by the W. R. Brock Co. It can be retailed at $1.25.

John Macdonald & Co. are showing a line of men's hosiery in ribbed and plain black and fancy stripes, with mending card attached, that can be retailed for 25 cents. These lines have had wonderful success for Fall trade orders.

The range of handkerchiefs shown by John Macdonald & Co. is double what they have ever shown before. This department, with them, has grown largely. It is now one of the most important in the house.

A walk through the smallwares department of John Macdonald & Co. is well worth the time of any merchant visiting Toronto, as this is one of their most complete departments. A full line of staples and haberdashery is on hand and any novelty suitable for Canadian trade.

In addition to the usual standard lines of sweaters at all prices, The W. R. Brock Co., Toronto, have purchased a sporting manufacturer's stock of hand-made goods. It embraces an extensive line of beautiful goods in all of the club colors, of various stripes, for men and boys, at lowest prices.

In fleeced goods, No. 35 striped, to retail at 35c., is a line all Canadian merchants should have. The "Ping" and "Pong" natural and blue grey fleeced have been the leaders for a 45c. retail line. The W. R. Brock Co., Montreal, have placed contracts which will enable them to fill the orders at old prices for some time to come.

The Dominion Suspender Co.'s Autumn line of "Trade D Mark" suspenders is now in their travellers' hands. It comprises over 500 patterns of bright up-to-date ideas in webbings, fixings and ends, finished in the highest possible manner. Every pair retailed at 50 cents and above carries a guarantee and will be replaced if not satisfactory, something that no other manufacturer, either foreign or domestic, can, will, or dare do.

A good line is a striped line, No. 50, to retail at 50c. Brock's, Montreal, 18-oz. unshrinkable rib, No. 308, to retail at 85c., and 22-oz., No. 307, to retail at $1, are grand values. In these goods they also have a clearing line, 90c. regular, to be retailed at 75c., 18-oz., No. 624. In fine natural wool shirts and drawers, The W. R. Brock Co., Montreal, carry

TO THE TRADE: JULY 1902

Established 53 years

Every Department now in tip-top order for Fall Season's business.

"Crescent" Brand and "Seabelle" Brand Dress Goods are the best.

Men's Furnishings having the "Diamond" Brand upon them are unsurpassed.

Staple Goods carrying the "Royal Arms" Brand is a guarantee of superior value

Our Linen Goods are, as usual, unequalled.

Is there a Carpet buyer who has not heard of the greatest Carpet Department in Canada?

No "Belwarp" Coatings and Serges genuine unless stamped on every yard with trade mark "Lion and Bell."

The "Reliance" brand of ladies' and children's ready-to-wear goods is the most reliable in fit, fashion, and value.

Underwear, Hosiery and Gloves of the very best manufacture, equal in price to inferior manufacture.

All we ask is an inspection of either our stock or samples. We are satisfied your orders will follow.

Our values are the best.

Our terms are easy.

Our cash discounts are liberal.

We make the filling of letter orders a specialty.

John Macdonald & Co.

Wellington and Front Sts. East, Toronto.

complete ranges of high-priced goods, having a complete range of the celebrated Wolsley shirt and drawers.

The W. R. Brock Co., Limited, Montreal, have fully realized their expectations in regard to the sale of men's shirts and drawers for Fall. Some lines are already sold up in spite of their very large contracts. The "Special" line, to retail at $4.50, has been withdrawn, but in order to get a leader at this figure they are quoting their "Llama" line at the same price. This is a fine Scotch knit all-wool shirt and drawers, a line which should particularly interest the men's furnishing trade. Another line in Scotch knit all-wool is "Pinet," to retail at 50c.—a very heavy line.

* * *

Toronto Furnishing Clerks Organize.

AN association has been formed among the men's furnishing and clothing clerks of Toronto, known as The Haberdashers' Association. At the organization meeting in the Palmer House, on June 13, the following officers were elected:

Honorary President—E. T. Wheaton.
President—A. G. Dunlop.
Vice-President—Norman Laird.
Secretary-Treasurer—Mr. Bonsall.
Committee—Messrs. Leaden, McAdam and Heatherman.

The object of the association is to develop sports and athletics among its members. About 50 members have already been enrolled.



PRESIDENT DUNLOP.

A. G. Dunlop, the president of the Haberdashers' Association, whose portrait is herewith shown, is Canadian representative for Messrs. Cluett, Peabody & Co., of New York, manufacturers of the "Monarch" shirts and "Arrow" brand collars. Mr. Dunlop is quite enthusiastic over the new organization, and thinks it would do the clerks who are in the store all day long a great deal of good to join in the athletic sports of the Association. THE DRY GOODS REVIEW wishes the new organization every success, and would be pleased to see the membership largely augmented from the ranks of the haberdashers' clerks, of whom there are a large number in Toronto.

* * *

Fancy Waistcoats.

WHITE and fancy wash vests are in more demand this season than ever before. They are shown in many different varieties of grey linen and white duck; also in fancy stripes and dot patterns. They are the thing to wear for the hot weather as they are dressy and cool.

* * *

Fashion Gossip For the Furnisher.

LEATHER belts are selling well in the furnishing stores these days, and if the shirt waist comes into vogue a great many more will be worn. They are mostly in the narrow shapes; 1½ and 2 inches wide are the best sellers.

Pyjamas are spoken of as having a very good sale; they come in many different designs and are going to be in demand for Summer wear.

Bathing suits are beginning to pick up again, and for the next two or three months a large business is expected to be done in all lines. They are shown in great variety of styles and colors, the dark shades having the preference.

Clothing Manufacturers Organize.

THE National Association of Clothiers of the United States have recently organized branches in Cincinnati and St. Louis. This association now includes practically all the leading clothing centres of the United States. It was organized for the convenient exchange of credit information among its members, to raise the standard of the trade and remedy abuses. It has actively favored legislation affecting trade, such as the bankruptcy law, and the law restraining sales of merchandise in bulk without notice to creditors, and in many ways has proven a potent and beneficial factor to the trade. The organizers claim that there is not a clothing house in the United States with the possible exception of a few small firms whose record, standing, reliability, etc., were not known to the National Association, or could not be ascertained through agencies now at its command. The exchange of such credit information has resulted in a large saving to many firms of what would probably have been heavy losses.

* * *

"Coronation" Cloth.

A NEW cloth has come out from England, and, like everything that the loyal Britishers send out this year, it is called "Coronation." The new stuff is made up of red, black and white, and red and black effects, in worsted weaves. It makes a very nice suiting, and is a decided relief from the greys and browns. The new effects also come in tweeds and cheviots in ground weaves, stripes and over checks.

Another lot of new cloths shown are the pin-head effects in black and white. These are also in very fine stripes.

* * *

Men's Summer Clothing.

CAULFEILD, HENDERSON & BURNS report doing a good business in men's summer clothing. They are showing many lines for the warmer weather, such as flannel suits in fancy stripes, or plain white lustre coats in grey and black with stripe effect; also large orders are reported in white duck trousers, fancy and white duck, and white pique vests.

Caulfeild, Henderson & Burns' line of neckwear is most complete at this season of the year. Their Ping-Pong in the 50c. line is selling exceptionally well. They also show a new Summer tie of their own design called the "Tennis." This is one of the latest things in Summer neckwear. Their line of shirts is also complete. They show a large assortment in negligee, stripe and check zephyrs, attached or detached cuffs, and a large line for Summer wear of Ceylon silk stripe flannel, collar attached. Large orders are reported for the fold collar in low shapes.

* * *

Watch For Him.

A BOGUS cheque operator has been visiting several Toronto retailers of late, and the dealers are warned against him. He is described as being a man of medium complexion, about 40 years old and 5 ft. 9 in. in height. He went into C. E. Goodwin's men's furnishing store, on Yonge street, made purchases amounting to $6.50, and in payment handed over a cheque for $10 on a Toronto Junction bank, giving his name as Dr. Graham. He received $3.50 in change and departed. The cheque proved worthless, and it has transpired that a number of other business men have been caught in the same way, the man in every instance using a different name.

* * *

Trade Items In Brief.

All The W. R. Brock Co.'s, Montreal, stock of overalls are quoted at the old prices.

The W. R. Brock Co., Montreal, are still showing "Duke" and "Prince" rubber coats, to retail at $2.50, in fawn and greys, with raglanette pocket This line is always in stock.



WRITE FOR OUR PLAN FOR SPECIAL SALES
IN DEPARTMENT STORES

RETURNED
JUL 17 1902

The Gault Brothers Co.
Limited
MONTREAL

10-kt. Gold Filled
Fully Guaranteed
$4.50 per gross.

14-kt. Gold Filled
None Better Made
$9.00 per gross.

ALL SHAPES

SUCCESSFUL SALES

The T. Eaton Co.
Toronto, Ont.

J. C. Woods
London, Ont.

W. H. Scroggie
Montreal, Que.

Ayre & Sons
St. John's, Nfld.

Its fame is spreading in every city, town and village throughout Canada.

Sterling Silver
Quality and Durability
$12.00 per gross

14-kt. Gold Filled
with
Sterling Silver Back
$9.00 per gross

ALL SHAPES

THE
KING COLLAR BUTTON

Is Guaranteed and Acknowledged to be the Best Collar Button Ever Offered

SOLE AGENTS FOR CANADA.
Sole Agents in Canada for Fownes' Gloves.



The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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NEW YORK - - - - - - Room 443 New York Life Building.

Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - - 12s.
Published the first of each month.

Cable Address: "Adscript," London; "Adscript," Canada.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, JULY, 1902.

WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER

CAN COLONIES SUPPLY BRITAIN WITH COTTON?

THE formation of a British Cotton Growers' Association to foster the growth of cotton in British colonies and protectorates suggests a consideration of the extent to which that commodity is produced under the British flag, and a comparison thereof with its production in foreign countries.

The United States, India and Egypt are at the present day the most important suppliers of the cotton market, but there are fair prospects that sooner or later other portions of the earth's surface will be utilized for cotton-growing. In fact, after experiment, it has been found possible to grow cotton over almost the whole of the inter-tropical as well as over many parts of the temperate portions of the globe. Realizing this, it is quite a sensible proposition to discuss the extension of the cotton industry in various parts of the British Empire.

India lays claim to being the most ancient cotton-producing country in the world. Fully five centuries before Christ cotton was used there to a great extent in domestic manufactures, and decidedly skilful methods were employed in its preparation. Production continued more or less intermittently down through the ages until the East India Company determined to do something to push its cultivation. Between 1788 and 1850 numerous efforts were made to this end. New varieties from the United States and the West Indies were introduced and acclimatized, but with scarcely as good success as was hoped for. More recent attempts, however, have met with better results, and efforts made to improve the indigenous cottons have also repaid the experimenters.

Cotton has only been under cultivation in Egypt since 1820. In that year the production was begun by a Frenchman, who, in three years' time, was able to ship 5,623 bales to England. Since then its cultivation has rapidly extended throughout lower Egypt, the soil and the climate being especially adapted to its growth. In fact, the sole limitations to Egypt's becoming an enormous cotton-producing country are the sparse population and the difficulty of providing food for the laborers Fortunately, both these handicaps are now being removed.

But Egypt proper is nothing compared to the delta of the Soudan, where good soil for cotton-growing is ten times as extensive as in Lower Egypt. With this land opened up, it is difficult to say to what proportions the cotton crop of that portion of Africa will not extend. Being as it is to all intents and purposes a portion of the British Empire, it offers a splendid field for development. The value of the Egyptian cotton crop for 1898 was estimated at nearly £10,000,000. With a Soudanese crop of ten times that amount, there would be little difficulty in supplying the English cotton mills from that source alone.

In other portions of the Empire cotton has been successfully grown, though, as yet, to no very great extent. That it can be grown, and that fields are ready for exploitation, is worth knowing. Australia, the islands of the Pacific, Cape Colony, Natal, and the British-African possessions have all been tried with satisfactory results. Small quantities are annually produced at all these points, and gradually increasing crops may be expected, providing cultivation is pushed.

At present the United States is producing nine-tenths of the world's cotton supply. The British cotton mills are almost entirely dependent on its annual crop for their raw material. Under the circumstances, it seems a wise step to do something towards creating a purely British supply for these mills, on whose continued operation so many inhabitants of the British Isles are dependent. India has supplied an average of three million bales for the past ten years, and there is not much chance for a very appreciable increase there. But, as has been shown, with proper attention the Egyptian crop can be developed largely, and these two sources, together with the new fields already mentioned, should be capable of creating a British cotton supply of no mean proportions.

Some idea of the importance of a good supply of raw cotton to Great Britain may be gathered from the fact that about $200,000,000 worth of this material is imported annually to supply the cotton mills of the country. This is larger by some $10,000,000 than Canada's total imports of all kinds of merchandise in 1901. Canada's imports of raw cotton are only about $4,700,000 annually.

A business that is pushed thrives a great deal better than a business that is pinched.

THE DRY GOODS TRADE AND NEWFOUNDLAND.

WHILE manufacturers in Canada of lines appertaining to the dry goods trade export but a small quantity of the product of their factories to Newfoundland, they can scarcely be unconcerned in the question of political union between this country and that colony.

When, shortly after the birth of the Dominion, Newfoundland, by the vote of her people, refused to cast in her lot with the new Confederation, Sir John Macdonald, astute statesman and all as he was, declared in effect that it was a matter of no importance after all. But Sir John was a politician and not a business man, and as such spoke. The business men of this country who have given the matter consideration know that it is important.

During the negotiations that have been carried on in the past, the Island, in the opinion of a good many people, may have overestimated her worth to the Dominion, but, grant she did, it by no means follows that her acquisition is of no importance to the Dominion.

Geographically, Newfoundland is already a part of the Dominion. And her political union is also wanted in order that confederation may be "rounded off." But it is possibly of more importance commercially than it is politically that union with Newfoundland should be consummated.

She is at our door, but to her import trade we contribute but one-third, the great bulk of her purchases being made in Great Britain and in the United States. Of dry goods we do not export $94,000 worth to Newfoundland, while she imports in cottons, woollens and ready-made clothing nearly $1,000,000 worth. In other words, we do not contribute one-tenth. And yet in 1901 the quantity was larger than in previous years. The following table shows the value of the exports of dry goods to Newfoundland during 1900 and 1901:

	1900.	1901.
Clothing	$ 9,721	$21,429
Cottons and manufactures of	23,119	44,947
Furs and manufactures of	400	1,082
Gutta percha and manufactures of	16,616	15,912
Wool and manufactures of	15,152	10,019
Total	$64,998	$93,389

With political union and no Customs tariffs between the two countries trade in dry goods as well as in other descriptions of merchandise would certainly develop. In view of this, the manufacturers and merchants to whose constituency THE DRY GOODS REVIEW caters can hardly afford to be disinterested spectators of the revival of the agitation for the union of Canada and Newfoundland.

There is the ping-pong waist and the ping-pong that wastes a good deal of time.

MARRIED TRADERS IN QUEBEC.

THE following amendment to the Civil Code was passed by the Quebec Legislature at the last session:

Every married person doing business as a trader, whether alone or in partnership with others, shall be bound, under the penalties mentioned in the Civil Code ($200), to register, in the office of the Prothonatory of the Superior Court of the district, wherein such busines is carried on, within sixty days from the day on which trading commenced, or within sixty days from the date of his marriage, a declaration in writing stating if he is under community or is separate as to property; in case of a community of property, if by contract of marriage, and in case of separation of property if by marriage contract or by judgment; if by marriage contract, the declaration shall mention the date, the name of the notary before whom the deed was passed, and the domicile of the latter when the contract was made; and if by judgment the declaration shall mention the number of the case, the date of the judgment, and the name of the district in which the judgment was rendered.

This law became effective on May 26. It does not apply to those married traders who have been in business previous to March 24, and they are not bound to register the relations in which they stand in regard to property with their wives; it applies only to those who go into business after the law is in force. Several traders, however, who were not bound to do so have registered.

While there has been need of such an amendment in many lines of business, the dry goods trade was particularly affected, there being so many small dealers who took advantage of the marriage-contract clause to escape paying to creditors in the event of a business reverse. The members of the wholesale dry goods trade are consequently much pleased with the new law.

Heretofore, in many cases of insolvency, where the insolvent was a small trader with little regard for business morality, it was the practice for the wife to put in a claim against the estate of her husband, with the result that very little, if anything, was left for the creditors from whom they had purchased their goods. Under the present law there can be none of this, and the wholesale trade will be able to sell to certain tradesmen with a much greater feeling of security. It should also have the effect of, to a certain extent, keeping undesirable persons from going into the trade, with the main object of getting what they can out of it, by fair means or otherwise, before the collapse, which they do not try to prevent, occurs.

Persistent pegging away will build up a business as well as a boot.

VALUES APPRECIATING.

WHOLESALE houses sending repeat orders to Great Britain for cottons, woollens and linens are almost invariably notified that they cannot be filled except at higher prices.

In some instances the advance is material. These advances apply to such lines as canvas, towellings, printed cottons, Italians and dress goods.

The advices say that further and still more important appreciations in values are anticipated.

HOW BUSY MEN WORK.

MEN with a great deal of work demanding their attention sometimes lose a great deal of time, either considering which particular act shall first be performed or by partly taking in hand one duty and then turning the attention to another before finishing it.

The secret of getting a great deal of work done is by taking up the burden of that which first comes to hand and wrestling with it until it is finished. This is what the mowing machine does in the field of wheat, and this is what a successful business man does in the busy field of commerce.

"Do with thy might that which thy hand findeth thee to do" is a good motto for the business as well as for the moral world.

Business, like a modest maiden, must be wooed to be won.

CARPETS, CURTAINS AND WALL PAPERS

Carpets in the Retail Store.

NOW is a good time for the merchant to arrange for putting in a carpet department. If he starts now he will be in good shape for the Fall trade. When selecting his stock he must take into careful consideration the general condition of his prospective customers, and also the line of patterns that is most likely to please them.

If his customers are the working class, the cheaper and medium-priced lines will have to be most prominent. If, on the other hand, his trading community is composed largely of monied people and well-to-do farmers, he can stock in more expensive goods. Then, again, he must provide a

FAIR ASSORTMENT OF RUGS,

and he should have all the popular sizes. It is not necessary to carry all the different patterns in all sizes, for it is an easy matter to send and get any special size a customer may require. By so doing the stock account will be kept a good deal lighter. Of course, it is desirable to have enough stock in order to satisfy the average customer, who will not wait, but wants the rug at once. Such an assortment can be carried by the average merchant without it being financially burdensome.

MATTING.

Matting is another thing the retailer must not forget, as its use for floor coverings in bedrooms is constantly growing.

Have a convenient place, free of dust, to show your carpets in, some place easily accessible to the customer, and where the salesman's and customer's attention will not be diverted when examining the goods. A good light is essential, so the buyer may have a clear and proper perception of the colors and patterns. Selling your stock is only accomplished by knowing your trade, showing your goods, and properly advertising this branch of your business. It will not do to let the goods sell themselves. You must

INTEREST YOUR CUSTOMERS

in them by talking about these goods and their values. This is direct advertising, the most profitable of all advertising, because nothing said by type or paper has so much force in selling goods as the personal talk of the merchant to his customer.

Now that times are good and money plentiful, the buying of carpets and all floor coverings will increase and the merchant should endeavor to take all possible advantage of it.

* * *

Receiving and Shipping Fall Lines.

JOHN MACDONALD & CO. are receiving shipments of goods for Fall in tapestries, Brussels, velvets, and wool and union carpets and art squares. Goods are being shipped as quickly as possible. They have received their first shipment of Fall linoleums in 8-4 and 16-4 widths. They are also shipping new patterns in floor oil cloths in all widths. Large shipments of tapestry curtains in new patterns have been received, and travellers now have these on the road. They are able to report a brisk demand for lace curtains. They have on hand a large stock of Swiss curtains and curtain nets in new designs. The demand for jute and wool hearth rugs has been very fair. Their stock is in good shape to fill all orders. The large demand for tapestry floor squares noticed last season is being continued for Fall, and they are showing a splendid new range of their goods for delivery in July. They are sold in sizes 3 x 3, 3 x 3½, 3 x 4, 3½ x 4, 4 x 4, at medium prices, and are all ready to be laid on the floor. The demand for tapestry and chenille table covers is very fair, showing new designs at new prices. All travellers are on the road with new ranges of Fall goods and fancy goods.

* * *

Death of Alexander McKellar.

Mr. Alexander McKellar, who was the representative of the Toronto Carpet Company in Western Ontario since 1895, died at his late residence, 148 Dunn avenue, Toronto, on June 10. Owing to ill-health, he had retired from business last November and his death was not unexpected. Mr. McKellar became indentified with the carpet business through The Adams Furniture Company, Toronto, in which firm he was for a long time manager of the carpet department, prior to his entering the employ of the Toronto Carpet Company. He was most popular on the road, had many friends, and was held in high estimation for his many sterling qualities. His funeral took place on June 11 to Mount Pleasant Cemetery, Toronto, the sympathy of a large circle of friends and acquaintances being extended to his widow and young family in their affliction.

* * *

New Wall Paper Samples for 1903.

A REPRESENTATIVE of THE DRY GOODS REVIEW called at the factory of the Stauntons Limited, Toronto, to learn what was doing in the wall paper business. He was informed that the company had just completed the sampling of their new line of wall papers. The samples are nearly all made up into books and the travellers will start on the road with the new line on July 1.

Sampling operations are an important factor in the wall paper industry, and it is only the initiated who can form any conception of the vast amount of careful forethought and constant attention to detail involved in the production of a line of wall paper samples such as are turned out by the Stauntons Limited. Some twelve months or more before the actual sampling commences the new designs have to be selected, and then the rollers from which the pattern is printed have to be cut. Those in charge of the coloring of the samples are constantly on the lookout for new ideas, and give careful study to the general trend of design and coloring in other art fabrics, and new effects and suggestions are adapted to wall paper uses.

The actual sampling occupies the entire plant some three months or more. Each pattern is put in a printing machine and numerous trials of color effects made until the desired result is obtained and a good choice of colorings secured of each design. The samples have then to be numbered on special machines and are turned over to the sample-book department, where they are made up into books. It will be readily understood that the expense involved in the sampling operations is very heavy.

It is hardly necessary to give a detailed description of the line, and we need only say that every possible requirement of the dealer has been carefully provided for. A splendid line of ingrain combinations are shown, and the company seem to be upholding the reputation they have for making popular goods. Beautiful effects are shown in tapestry, burlaps, and fabric papers. An extensive range of colorings and designs are shown in silk papers, which are sure to be admired. A very good line of stripes has been sampled, and in connection with these some

LACE . . . CURTAINS

At about this season of the year dealers find their stock of lace curtains running short. It would be well for them to remember that more than 100,000 pairs of lace curtains are carried in stock by Geo. H. Hees, Son & Co., 71 Bay St. This firm manufacture Window Shades, Curtain Poles and Fittings of all kinds and sell them at a price that affords the retailer large profits.

Upholstery Goods, Draperies, Furniture Coverings, Silk and Cotton Plushes, Chenille and Tapestry Curtains and Portieres, Table Covers and a full assortment of Upholstery Supplies are in stock ready to deliver by

GEO. H. HEES, SON & CO.,
71 Bay St., TORONTO.

If you are in the vicinity of Montreal, call at our Warehouse No. 20 St. Helen Street.

elegant floral papers are shown, suitable for the two-third style of decoration. Splendid effects are shown in the gilts and embossed gilts, glimmers and white blanks. Popular taste still tends to the extensive use of the darker and richer colorings, crimsons, deep greens and blues being the leading shades for halls, dining-rooms, libraries, etc. The lighter colorings are more particularly used for parlor and bedroom papers, and in rooms where the light is defective.

The travellers will have interesting prices to quote. THE REVIEW is assured by the company that these prices will meet all competition. Dealers should place their orders early, so as to have the advantage of selecting from the full range of samples, and also to insure prompt delivery of their orders. Those ordering late in the season cannot, of course, get as large a selection to choose from, and cannot expect as early delivery. Each year it is becoming more difficult to improve on the previous season's offering, but Stauntons Limited feel that their new samples will be admitted to be distinctly in advance of past efforts, and are confident of receiving the usual hearty support from the Canadian dealers.

* * *

A Sweeper Company's Factory.

THE National Sweeper Company, Marion, Ind., are the manufacturers of the National "Roller Bearing" Carpet Sweepers, general and sectional views of which we have presented in our past issues.

The illustration shown in this connection is of the plant of this concern, which can be readily seen is a large one, and will give the reader an idea of its capacity. This factory is equipped with the most down-to-date machinery for the manufacture of carpet sweepers in all of its departments.

Although it has been less than two years since the National Sweeper Company started the manufacture of carpet sweepers, they have established an enormous business, and we are informed that it is still increasing at a rapid rate; in fact, to such an extent that it has been found necessary to again make arrangements to increase the output of the plant by a large percentage to enable them to take care of the demand.

It was early recognized by the trade that the National Sweeper Company was producing a line of sweepers that was unequalled for quality and elegance of finish, in addition to which they apply "roller bearings" to their sweepers, which make them fifty per cent. easier running than any other sweeper manufactured. The steel handle ferrule, shown in our recent issue, is also a decided innovation.

The National Sweeper Company's line will be on display during the Grand Rapids Furniture Exhibition on the main floor of the Shepherd Block, where some additional features will be shown for the first time. A cordial invitation is extended to all buyers visiting Grand Rapids during the time of the exhibition.

* * *

Rug Fringes.

A. R. Burrows & Co., of Guelph, have prepared a handsome line of exclusive designs for the Fall trade. The firm, who manufacture one of the neatest of the various designs of rug fringes, report an unprecedented demand for their product. Mail orders receive their prompt attention, and are carefully filled.

The W. R. Brock Co.'s Carpet Department.

THE W. R. BROCK CO., Limited, are showing some extra values in white crochet quilts, to retail at $1; also lace curtains, to retail at 40, 50, 75c. and $1; art muslins, to retail at 6, 8, 10 and 15c.; art sateens, to retail at 20 and 25c.; cretonnes, to retail at 8, 10 and 15c.; Chinese and Japanese mattings, to retail at 15, 20, 25 and 35c. per yard.

The W. R. Brock Co., Limited, are showing a line of union and wool carpets, reversible patterns, to retail at 25, 35 and 50c. per yard; all 36 in. wide. The attention of the trade is especially drawn to the tapestry and Brussels carpets of this firm, which can be retailed at 35, 50, 75c. and $1 per yard, respectively. A full line of linoleums and oilcloths are carried in the carpet department of this firm, which is getting more attractive and important each season.

* * *

Tables for Measuring Carpets.

THE Toronto Carpet Co. have just issued a handsome new Fall catalogue, giving a lot of valuable information to those interested in the carpet trade. Among other features is a cleverly arranged and most useful table for telling the exact number of yards of carpet required for covering the floor of any reasonably sized or shaped room. Another table tells the number of yards of any pattern carpet required so as to make the proper matching.

The tables are invaluable to merchants or clerks who have anything to do with the sale of carpets. The Carpet Co. will be pleased to send the catalogue containing the tables free to anyone writing for it and mentioning THE DRY GOODS REVIEW.



The National Sweeper Company's Factory.

ACCESSORIES FOR DRY GOODS HOUSES.

An exceedingly useful and artistic line of display fixtures is to be noticed in Clatworthy & Co.'s advertisement in this issue. Neat cabinets for umbrellas, lace, ribbons, kid gloves and hats form a valuable and essential feature in the display of every up-to-date business place. Their Kirk's patent display rack for hats is a handy and neat affair. In their shoulder hangers they carry six styles. Perhaps the latest article in the line of display fixtures is their haberdashery stand. This firm carry a full assortment of wax figures, flexible and jointed figures, whilst one of their leading lines is the manufacture of glass counters, showcases and wall cases; in fact, everything that constitutes the difference between a really modern establishment and a house behind the times.

Menzie Mfg. Co., Limited

Window Shades,
Curtain Poles,
Brass Goods,
Art Furniture,
Grilles, etc.

We beg to advise our customers and the trade generally that **our Factories are again rebuilt,** and are **larger and better equipped than ever,** and that we are now in a **position to execute all orders much more promptly** than heretofore.

Orders given to our Travellers or sent in by mail will be fully appreciated. Estimates cheerfully given and correspondence solicited.

Note our New Address:

61-63 West Front St.

We have taken advantage of opportunity afforded by our recent fire to procure larger and more suitable premises.

Here we have Office, Salesrooms, Warehouse and Shipping Room all in one building, convenient to the Union Station and near the freight sheds. Being so situated is a distinct advantage, as shipments can be made either by express or freight with greater despatch.

Send us your special size shade orders—we never had such good facilities for executing them promptly.

We commenced to manufacture again just fourteen days after the fire, and now have all Departments in full running order.

MENZIE MFG. CO., Limited,
TORONTO, CANADA.

Offices and Warehouse,
61-63 West Front St.,
Factories—King St. Subway.



EVERYONE IN THE TRADE

that examines or handles the products of
THE GUELPH CARPET MILLS:—

Wiltons, Brussels, Ingrains, Art Squares

is pleased with them. Some consider them superior to any other Canadian carpets and by no means inferior to the much-talked-of imported article.

There is no better equipped mill than ours, and as we are gaining credit for giving a little bit better value than other makers, we are striving to sustain this reputation.

For Spring, we are now showing some new and very beautiful effects, both in figure and coloring, embodying the creative ideas of our skilled designers, as well as many outside artists.

Our long-established system of selling direct from our mills to the trade assures the closest prices and most prompt shipment.

Repeat orders of any of our patterns supplied on very short notice.

If our travellers have not recently called, let us know and we will forward you some samples.

Guelph Carpet Mills Co., Guelph

LIMITED.

Wall Papers



For 1903

A Pointer for the Wall Paper Trade.

It's time to place your Wall Paper orders for next Spring, and we are ready for you with an entirely new line of samples, which you will acknowledge to be THE VERY BEST of any we have shown. If you're looking for POPULAR EVERYDAY SELLERS (they are the kind you make your money on), we have the goods you want. Our prices are just as interesting as our samples. Travellers start out July 1st. Wait for them. If you are in a hurry, however, drop us a line.

STAUNTONS LIMITED, TORONTO.

"The true course of business to-day is direct from

Manufacturer to Retailer."

OCT 23 1902
RETURNED

THE Richard Baker Co'y.

THE HOSIERY AND UNDERWEAR AGENCY OF CANADA.

Mill Selling Agents for . . .

28 Wellington St. West, TORONTO.

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of . . .

Crescent Brand REGISTERED

Hosiery and Underwear

J. M. Eisenstuck

Chemnitz, Saxony.

Manufacturers of

Cotton, Silk, Lisle and Cashmere Hosiery.

The Maple Leaf Woollen Mills Co.

Limited.

Manufacturers of

Men's Underwear.

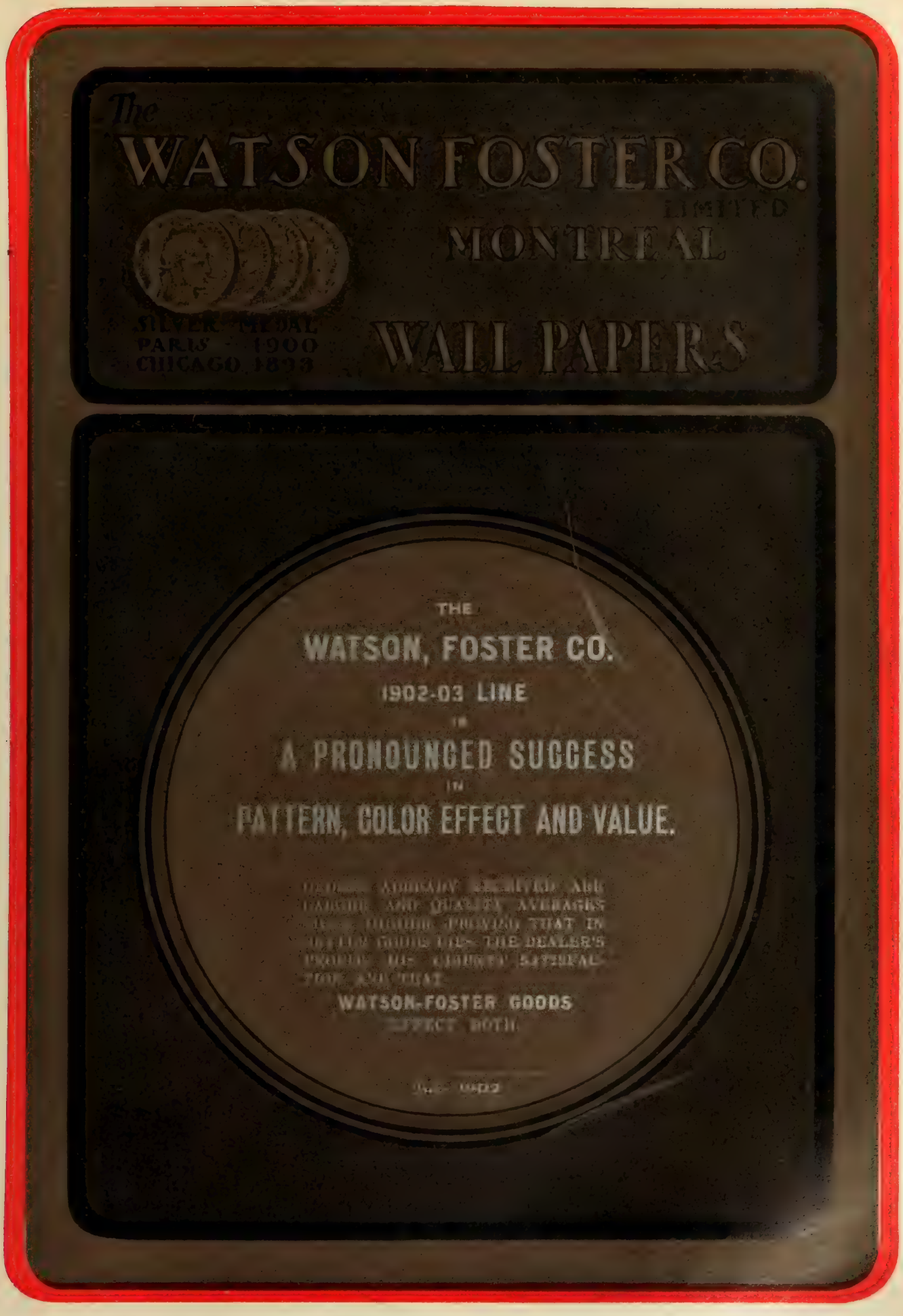
The Williams, Hurlburt Co.

Limited.

Collingwood, Ontario.

Manufacturers of

Wool and Worsted Hosiery and Mitts.


The
WATSON FOSTER CO.
LIMITED
MONTREAL
SILVER MEDAL
PARIS 1900
CHICAGO 1893
WALL PAPERS
THE
WATSON, FOSTER CO.
1902-03 LINE
IS
A PRONOUNCED SUCCESS
IN
PATTERN, COLOR EFFECT AND VALUE.
WATSON-FOSTER GOODS

Novelties, Fancy Goods and Smallwares.

The W. R. Brock Company's Smallware Lines.



IN SMALLWARES the Dime Saxony yarn, which can be retailed in all colors at ten cents, is one of the leaders in the W. R. Brock Co.'s Montreal yarn department. The Shetland floss is carried in stock all the time. A new line has been added, ice wool, which can be retailed at seven cents per ball at a good profit. In Scotch fingering, Glencairn is a seller which can be retailed at eight cents.

Ball pearl buttons are still good property. 10, 12, 14 and 16 are the heavy sellers.

Silk cushion cord which can be retailed at twenty cents in all colors is still in stock in the W. R. Brock Co.'s Montreal warehouse.

The W. R. Brock Co., Montreal, report carrying the following lines of smallwares continually in stock: The "Ladysmith" large size hairpin cabinet to retail at five cents; "Queen Alexandra" pepper duster to retail at fifteen cents; "Duchess," a glass salt cellar safety pin to retail at ten cents; the "Victoria" safety pin, 2, 2½ and 3, to retail at ten cents; Adamantine pins; toilet pins, all sizes, in whites, assorted and black, with bright or colored heads; a large assortment of hair brushes, tooth brushes, combs, dressing combs, pin tickets, string tickets, gum tickets, dress shields. hose supporters of all descriptions, shoe laces, colored buttons, cuff buttons, mens' cuff holders, armlets, tie holders, brush bindings, collar stiffenings, hair curlers, hair ornaments, millinery ornaments, waist steels, corset clasps, side combs, chains, etc.; in fact, a very complete range of smallwares of all descriptions.

English Needles in Canada.

Abell Morrall, Limited, of Redditch, England, the largest, oldest and best needle manufacturers in the world, are having great success with their goods in the Canadian market.

Mr. C. H. Westwood, managing director of C. H. Westwood & Co., Limited, whose company are the sole distributors of Abell Morrall's needles, says that the demand for Morrall's best goods is most extraordinary, the up-to-date dry goods merchant realizing that the best class of trade demand good needles properly made and finished; and from the fact that a needle is something that is used by a lady every day it is a magnificent advertisement for the merchant supplying the satisfactory article.

Mr. Westwood also informs us that Abell Morral, Limited, are selling their best needles in Canada at the same price as in London, England, namely, 6s. or $1.45 per M., less the usual cash discount, and it is an absolute fact that there is nothing in the Canadian trade to day, in price, quality and finish, to compare with Morrall's needles, which are the acme of perfection in needle-making. The largest dry goods houses in Toronto, Montreal, and from the Atlantic to the Pacific, are handling these needles, which argues well for the quality of these goods.

C. H. Westwood & Co., Limited, also carry a complete stock of dry goods notions. They have already sold this season some 4,000 gross of ball pearl buttons, and are at present stocked with all sizes in these scarce goods.

Fans and Novelties.

The fans shown for the Fall and Winter are of exceptionally beautiful design, as may be seen by an inspection of the stock of John Palmer & Son, Montreal, who do the largest business in fans in the country. This firm are agents for the world-famous house of Trauts & Strauss, of Vienna, and make a specialty of high-class fans. They are constantly receiving novelties in all the latest designs, from pearl stick ostrich feather fans, at $360 per dozen, to the ordinary Empire variety, at $4 per dozen. The samples this year are extra fine, principally in spangles, which are to be the popular designs during the coming season. They also carry an immense range of Parisian novelties for the hair, aigrettes, side combs with steel effects, etc. Their line of French perfumery contains a very great assortment, suitable for the holiday trade. The goods are put up in handsome cases, and range in price from $2 up, all being of extra good value.

A Novel Twine-Box.

The New Century Manufacturing Co., Limited, of Brantford, are placing on the market, and are prepared to deliver at once, a novel and handsome twine-box. The design is attractive, and the mechanical feature is that it automatically winds up and carries out of the way all waste twine. This is one of the neatest and most desirable things we have yet seen, and sells at a surprisingly low figure. An inquiry addressed as above will bring full particulars.

Novelties in Jewelery.

A most complete and up-to-date assortment of jewellery, including an extensive range of novelties, is being shown by Alfred Eaves, Notre Dame street, Montreal. His range of clocks and watches is especially replete, and are offered at all prices, and include all the best American and European makes. His stock of staple goods is also very fine.

To all of our readers who sell jewellery, fancy goods, or anything handled by this firm, whose announcement appears on another page of this issue, we would recommend their communicating with Mr. Eaves, or should they have occasion to visit Montreal at any time a call at his establishment is invited. Correspondence in both English and French is solicited, and will receive prompt and careful attention.

Wyld-Darling Co.'s Smallwares.

Wyld-Darling Co., Limited, Toronto, are showing for Fall trade in ladies' kid gloves, with two domes and Paris points, some special lines in modes, tans, browns, greys, white and black, "Zettie" brand, to retail at $1 per pair, and "Graciose," to retail at $1.25. These gloves have an immense sale in the United States, and Wyld Darling Co. have secured these brands for Canada. They guarantee every pair. A well-selected line of cashmere gloves is shown in black, white and fancy colored Ringwood, to retail at from 25 to 35c. per pair. Their hosiery trade has enjoyed a large increase during the past year. They have made large contracts for the Fall season in their lines of ribbed cashmere goods, with spliced knee and seamless feet, Nos. 35, 37, 72 and 92. Merchants can have letter orders filled at any time for any of these quick-selling numbers. A good line to ask for is Nos. "Job" and "Jumbo" ribbed wool hose, to retail at 25c., and No. 198 worsted, to retail at from 15 to 40c per pair.

Wyld-Darling Co.'s stock of ladies' and children's underwear is complete at all prices. Special values in vests and drawers to sell at from 25c. to $1. They also show a fine line of flannelette nightgowns, drawers and corset covers, well made, to retail from 50c. to $1.25 each.

Neck ribbons are reported as being in large demand. This company have repeat orders coming in continually for their special brands, No. 925, taffeta, "Gloria," "Liberty," and No. 50, moire, in white, ivory, ciel, Mexico, turquoise, rose, vien rose and black. They also carry a complete staple line of ribbons, including baby widths in black velvet, plain or satin back; also baby velvet ribbon in all colors.

Black and ivory silk applique is in great favor for dress-trimming. Many lines of new veilings are also shown by Wyld-Darling Co., in fish-nets and Brussels, gauze and chiffon,

Your Interest in Our Fall Line

is that you get the largest selection, the most for your money, and the goods most suitable for Canadian business.

Dolls Chinaware Albums
Toys Vases Woodenware
Games Ornaments Sleighs
Presentation Cases—Ebony, Leather, Celluloid and Glass.

VICTOR FALL SPORTING GOODS.

The Fall Lines are the most complete ever shown in Canada.

FOOTBALLS *HOCKEY REQUISITES*
BASKET BALL OUTFITS *HEALTH EXERCISERS*
STRIKING BAGS *BOXING GLOVES*

MOST SUITABLE FOR PLAYERS. MOST PROFITABLE TO DEALERS.

OUR TRAVELLERS ARE READY

and in addition to above lines have a most complete range of

Celebration Goods
Flags
Souvenirs
Novelties
Cutlery
Musical Goods
Smokers' Sundries
Fine Cased Pipes
Smallwares
School Supplies
Purses
Chatelaines
Wrist Bags
Druggists' Sundries
Household Specialties

Your interests will be best served by seeing our samples before making any purchases. **See our travellers and call when in Toronto.**

The Fancy Goods Company of Canada Limited

50 Yonge St. and 6 Wellington St. W., TORONTO

in plain and chenille spots. The best sellers are black, white and magpie.

Wyld Darling Co. are showing a large variety of wool toques, camelshair tams, hoods, bootees, etc., to retail from 25c. up. Tams to retail at 50c. only.

They offer the trade ladies' waterproofs in navy and fawn, latest styles, also showerproof coats in three-quarter and full lengths, in fawn, to retail from $5 each. These are all of the latest cut and very stylish.

Goods for the Christmas Novelty Counter.

The marked improvement that is made year by year by the manufacturers of toys and other Christmas goods is well illustrated by the line of samples displayed by Nerlich & Co., Toronto. These lines are new and original, and are calling forth tributes from all who have seen them. The travellers of the above-mentioned firm are now preparing for their Fall trips, and are carrying a full and complete sample display of the finest and best of all the numerous Christmas and holiday lines. A splendid range of photo albums, frames, dressing cases, toilet sets and toilet novelties are to be seen, and in the toys there is no lack of variety.

To those who cannot, through circumstances, see for themselves, the samples shown by the representatives of this house, it is requested by the management that they will, by means of a post card, place their names on the catalogue mailing list. Every attention will be given to orders sent in by mail and every effort made to fill such in a satisfactory manner. This year's catalogue will be the best ever issued by this firm, and will contain some hundreds of new illustrations. Every means is being used to make it as complete and reliable as a catalogue can be, and the trade will do well not to overlook its value to them. Attention is called to the advertisement of Nerlich & Co. on another page.

Some of John Macdonald & Co.'s Specialties.

Fancy pearl buttons are reported as being scarce at present. John Macdonald & Co. have some special lines much below the regular price.

The "Macdonald" Shetland floss is a line John Macdonald & Co. have had an immense sale of this season. It is very nicely put up in tissue paper and can be retailed at 5c. per oz.

Seasonable Lines of Fancy Goods and Novelties.

Fans are being shown on all sides in large variety. The dealers report good orders for them in all lines.

Photo albums are frequently asked for. There is one line with a musical box in the cover which takes well.

Hammocks would be a good line for Summer selling. They are shown in a large variety of styles and colors.

Japanese lanterns are ordered a good deal by enterprising merchants for display purposes. They come in the usual variety of patterns.

Fancy cups and saucers and many lines of fancy decorated chinaware, such as plates and flower vases, would be good sellers for birthday gifts, etc.

Purses are, as usual, being shown in a great variety of styles. A popular one is the wrist bag. It has a light chain attached and is carried over the wrist or in the hand.

Crinkle tissue paper, which is much used for decorative purposes, is another line often asked for in dry goods stores. It is made in a great variety of shades and patterns.

Workboxes for fancy work is a good line for dry goods merchants to handle, and many do carry them in stock. They come in wickerwork and polished woods, and are fitted up with thimble, scissors, needles, etc.

Toy books for small children are called for a good deal, and one wholesaler says that several merchants have ordered large quantities of these with their own imprint on them to give to their customers for the children.

A reference to some of the staple lines of fancy goods which are seasonable at this time may be of interest to the dry goods trade. Belt buckles with a design of the King and Queen are quite unique and pretty. They are, of course, named the "Coronation."

Glassware is a profitable line. Opalware is being used to a large extent for decorative purposes. For instance, some merchants have it decorated to order with some public building in their town, their store, or the King and Queen; in fact, with any design that may be suggested. It makes a very pretty line and would be a good seller.

Some of Kyle, Cheesbrough & Co.'s Specialties.

Kyle, Cheesbrough & Co. are showing a new range of cushion covers in lithographed denims, photographed satins, or plain denim grounds, which are very attractive novelties, and also shoe bags and laundry bags in several styles for embroidery work. In purses, there are some splendid values in chatelaine bags, new coronation handbags, jewelled gate tops for satin bags, and metal tops for chain and satin chatelaines. In their dress goods they are experiencing a great demand for velvets in black, brown and cardinal. Of special value is their "K.C." brush binding in wool and mohair. The recent advance of 10 per cent. in woollens of almost every grade, including knitted woollens, will not affect the price of their goods which were bought before the advance. The very latest novelties from the European markets are shown in the dress goods, department, including zibeline cloths, cosettes, voiles, etc. Several handsome novelties in the new French blousings may also be seen here. Among the many good values in cashmere hosiery is the "Clinker," for children's wear, a reinforced stocking which is synonomous with its name.

Crepe Paper.

The Copp, Clark Co. are showing a line of finest English crepe paper—"Dancing Girl" brand. This is made in 40 art shades and sold in rolls 20 inches wide and about 7 feet long, nominally stretched easily to 14 feet. It has the depth, solidity and permanency of color necessary in making any kind of decorative or useful article.

This crepe paper can be folded, twisted, plaited, stitched by hand or machine like cloth, and is used as an effective substitute for silk and other expensive materials; in fact, immense quantities are now being sold for making ladies' and children's Summer hats.

John Macdonald & Co. are showing in their smallware department a new line of latest novelties in ladies' silk belts with fancy buckles to retail at from 25c. to $1. They are good sellers.

S. Greenshields, Son & Co. are showing an immense variety of cashmere gloves, with the latest fittings, in blacks, whites and all the new fashionable shades. A pretty range of umbrella-shaped woollen shawls are being rapidly picked up, and dealers should look after them, as they are the latest goods on the market. There is also a range of ordinary square-knitted shawls at popular prices. They claim their handkerchief department to be the largest in Canada, for variety of goods, and range of prices, and they defy all competition. These handkerchiefs comprise plain hemmed lawns, hemstitched lawns, Swiss embroidered and hemstitched embroidered, among which are some very handsome designs. This house always carry a large range of ribbons, and now their Fall goods are in the stock is complete in all widths and colors. Velvet ribbons, with plain and fancy backs, which are in such demand, have also been received.

THIS CABINET FURNISHED FREE OF CHARGE TO MERCHANTS SELLING

ABEL MORRALL'S NEEDLES



ABEL MORRALL
Limited
Priory Mills,
Redditch,
England.

Known and sold all over the world.

Over 100 years' reputation.

The largest dealers in Canada are selling Morrall's Needles.

Morrall's Needles are the best advertisement you have for your Smallware Department.

Sole selling agents in Canada:

C.H.WESTWOOD & CO.
Limited
62 Bay Street, TORONTO.

WE ALSO CARRY THE LARGEST AND BEST EXCLUSIVE NOTION AND SMALLWARE STOCK IN CANADA.

AUG 21 1902

Fall and Holiday Announcement.

P. W. LAMBERT & CO.

of 64 and 66 Lispenard Street, **New York,** will exhibit their entirely **new line** of **exclusive styles in Wrist, Chatelaine, Hand and Carriage Bags** (fitted), Pocket Books, Card Cases, Belts, Watch Fobs, Music Rolls and Fancy Novelties on or about July 15th: styles, frames, etc., to be found nowhere else. Your kind call when in New York will be very much appreciated.

ONE DOOR WEST OF BROADWAY—TAKE ELEVATOR.













RETURNED AUG 7/02



This department is conducted and prepared by a Canadian advertising specialist, resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

Ad. Claims Should At Least be Plausible.

One of the best assurances of success a man may have in going into business is that he is dealing in everyday necessities. Another is that his goods are of first quality. If he is a provision dealer, and can say that he handles only the very best of everything in the market, he will not be wise to say that he sells cheaper than all other dealers, no matter how their goods may compare.

Almost everybody old enough to buy provisions knows something of their prices. A man may say that the butter he sells is as yellow and solid and finely flavored as can be found in the town, and he can sell it at a cent or two cents less on the pound than any other dealer is selling a similar product for, but that is not saying that there may not be plenty of butter of variegated color and assorted odors to be had for much less price.

The best thing to put into an ad. of any kind is information in simple language. In other words, plain facts.

Bargains

—the text for two-thirds of the store news we print. Yet nine-tenths of this business is in regular lines of merchandise at full fair price.

Is the store news out of joint? Not a bit of it. This page must be newsy—filled with the truthful telling of things worth reading. Now, certain things are to be taken for granted—and the recital of regular "doings" would kill either a newspaper or a store's page.

You know we keep spool silk—it would be printable news that we had a new kind, or a known kind at half price. And so it goes. Don't mistake us for that impossible thing—a bargain store. Such a thing can't exist. Bargains are the incidents and accidents of trade—most numerous where there is most regular business.

This should be framed and prominently hung up in every advertising sanctum in the country. Never truer words!

* * *

Plain Facts the best Ad. Ingredients.

A druggist who claims that every perfume in his store possesses remarkable lasting qualities makes a statement inconsistent with his business. There are many delicate, desirable and popular odors, that are not lasting. In fact, very few perfumes are lasting, say, as musk. Very few, too, as unpopular. Yet, if you are advertising musk it's surely not advisable to call it anything else, nor is there any need to say it is not lasting.

* * *

An ad's true Mission.

A common mistake for a merchant to make is to suppose that the reader of his ads. understands his goods as well as he does.

There are thousands of very good people in the world who would look at a glittering table of cut glass and marvel at the prices. They will pay 10c. for a cheap glass with the imitation of a cut pattern and be as well satisfied therewith as they would have been with a $10 genuine cut article; probably better, seeing that they have a pretty dish plus a pocket full of money left.

Here is the place for the ad-writer or salesman to do his work. The durability of a high-priced article must be explained. The cheap and dear must be seen together. The design, though identical, to all appearances, must be shown to be different in the working out. This can be done either over the counter or in the newspaper columns.

The Store That Has the Best Goods at Regular Prices—Is the Store That Has the Best Bargains When Those Prices Are Reduced.

Well said!

* * *

Keeping Faith With Public absolutely Essential.

A reputation for bargain sales may be a good thing. But to be so there must be some real bargains. If a sale is advertised to begin at nine o'clock, to be continued as long as the goods last, it will not look reasonable if there are no bargains for customers who come in at 10 o'clock. If there were only enough goods to last for one hour, would it seem worth while to advertise them? There is not a department in any store—that is of any pretensions where the usual force of clerks could sell out the usual stock within an hour.

This species of shortsightedness, alas, is far too common. The idea is to draw a crowd with the expectation

that if the people thus attracted do not find what they came for, they'll buy something else.

Merchants who play this game more than once, believe us, will find reason to remember the story of the boy who fooled with his neighbors about the wolf.

* * *

Keep up Your Advertising in the Dull Season.

There are certain dull seasons of the year when the business man is inclined to allow his advertising to languish. He cuts down his space and is content to fill that little up with the merest commonplace statements.

What a mistaken policy! In reality, these unusually dull seasons are the very times to prove the worth of your advertising. It is the time, too, to discover how much people will buy of goods they do not really need. It is the time to talk of providing for a rainy day by buying up odds and ends of broken stocks. Without a doubt, this is a prudent thing for the average family, as well as a fine stroke of business for the dealer.

Ribbons to Avoid.

Heavy ribbons of all kinds.

Double satin-faced ribbons with cord edges.

Cheap corded ribbons—they are mostly cotton, and fade.

Avoid yellows, greens, castors, browns and bright purples; but don't confuse maize with tan or mode—maize is good.

Cotton-warp ribbons—they fade.

Ribbons in more than two colors.

Ribbons with jacquard figures in contrast to the ground.

Ribbons to Look For.

Taffeta royal—the best ribbon of the season.

White, and pink and blue in delicate shades.

Jacquard satin taffeta with the figures and grounds of the same color.

Light-weight—the lighter the better.

Moire weave—they'll be better three months from now than they are to-day, but they are good to-day in Paris.

Wide ribbons—they are better than narrow.

Black velvet—being much used in Paris on gowns.

Fancy ribbons in one color are better than ribbons in contrasting colors.

Polka-dot hair ribbons, for children.

There's candor and courage for you! This firm is so certain of its ribbon stock up-to-dateness that it not only tells the public what's what, but what's not. That ad. cannot fail to make impression.

* * *

Bargain Policy Applicable to any Business.

This policy is applicable to almost any business under the sun. This method of offering bargains and really having them is undoubtedly one of the best known in business. There is a fascination in the stated prices, either in the columns of a newspaper, or on the goods displayed on counters or in windows.

If prices are marked down, it should be said how much. The old price as well as the new should be given.

It is as well to give as graphic a description of the goods as may be done in black and white. The nearer possible customers can come to seeing the goods in the newspaper columns, the greater the chance of their becoming purchasers. And in these descriptions use as few trade terms as possible. Avoid technicalities, as you would Mount Pelee.

* * *

See That Your Advertising is Consistant.

Make your advertisements plain — can't make them too plain. Make them honest and make them read honestly. Let the reader understand that your methods are open as the day: that there are no "lightning change artists" about the place; that what they read in your newspaper space can be verified at your counters.

If you happen to state—and you'd better not— that you "never carry anything over," then don't forget a week or so later, and say: "We are offering a few exceptional bargains in last year's novelty goods."

The fluctuations of trade have slain thousands of business men, but there are other things more ruinous. Don't say you are selling at a loss unless you are, and even then you'd better have a good sound reason for the statement.

We all remember the man who sold goods "below cost," but who claimed to make money at it, because of the "enormous business" he did. So, if liar you must be, be a valiant one.

It may not always be wise to buy at a store simply because it is big; but the chances are that the store became big because it was wise to buy there.

This clever statement recently appeared in a Wanamaker advertisement. It would pay any relatively big store in whatever locality to use same as a standing slogan or catch phrase.

Magazine Advertising Waning in Popularity.

It is not possible to advertise advantageously in the magazines, because the circulation of these periodicals, although large, is scattered, and it is not possible to place an article on sale at every market throughout the length and breadth of the land at the same time. Should an article be placed on sale in Toronto, for example, advertising in one of the leading magazines will only bring it to the attention of a comparatively very small number of people, and the publicity obtained throughout the country is worthless.

It is advertising in the local publications that pays. Should a manufacturer desire to bring his article to the attention of any section of the country, he would best draw a circle around that section and say: "I will place my commodity in the hands of every retailer in that section and then advertise it in the best daily medium that I can find in the centre of that section." This sort of advertising, if rightly done, will bring immediate returns—the proceeds of which can be devoted to placing the goods in another section, continuing the process until the whole country is covered, and covered profitably, yet cheaply.

The attraction of magazine-advertising lies in the fact, that the advertiser fatuitously believes that it has a per-

ascendence that the daily newspaper doesn't possess, when, in fact, the life of the magazine is as ephemeral as the life of a newspaper. When one has read a magazine, he has done with it, unless something attracts his attention that he thinks will be of value to him at some future date, in which event, he files the copy away, just as he may file away certain copies of his newspaper for future reference. But the newspaper differs from the magazine in that, while a great many people do read the magazines, the great mass of people must read the newspapers. They cannot do without them any more than they can do without many other things which have become part of their daily lives.

* * *

Anent Ways and Means.

The problem that confronts the average business man to-day is not whether it is or is not advisable to advertise his business, but rather how he shall advertise it. Fortunes are annually spent in advertising, and, very frequently, are spent in an experimental field merely. Some years ago, the leading advertisers of the United States thought they had found the proper method in the widely distributed magazines of the country, but experience has shown that this sort of advertising is not only costly, but relatively unremunerative. In order that a new, or even an old article be properly advertised it should be placed on sale contemporarily and coterminously with its advertisement. Inquire at any leading drug store what proprietary medicines are having the heaviest sale at the moment, and you will be told that those decoctions are being sold which are locally advertised.

It's Concentrated Effort That Ultimately Tells.

An advertisement in a magazine of acknowledged standing costs in the neighborhood of $1.50 a line, and not more than one-fifth to one-tenth of that expenditure would be required to accomplish better results through a high-grade newspaper with a circulation of corresponding but more concentrated character. It would be absurd to claim that the readers of a magazine have more confidence in its pages than they have in the columns of their home-paper, for the paper is the more constant companion, and represents interests very close to the home and the community.

That advertiser is wise, therefore, who places his announcements in the medium most frequently reaching the class he desires to reach. In the publicity field, as in all other fields of human endeavor, it is concentrated effort that ultimately tells.

* * *

Another Light That Failed.

The magazine experiment having failed, some of the heavy advertisers on the American side are adopting another experiment, which is not without value of a kind, but not the kind desired.

The plastering of dead walls and bill boards with flaming advertisements—many of them handsomely executed—is doing good in keeping a certain sort of art constantly before the public, thereby educating the youth to an appreciation of the beautiful. It is not art of a high grade, it is true, but even poor art is preferable to no art whatever. In countries such as Canada and the United States

What sort of a bargain would a child have driven fifty years ago?

To-day there is no necessity of "driving bargains"—a child can shop here as safely as her mother.

Many of our customers learned to like the store when they were children.

And the older they grew the more they liked our way of doing business.

Excellent introductories for infants' wear, we thought.

KNOW THIS STORE PERSONALLY.

These columns at best reflect very inadequately store transactions, and we are glad you have a way of learning of good things when they don't get newswaper notoriety.

Yesterday it was difficult to say which attracted the most attention—the extraordinary glove values which were heralded in large type, or the splendid lingerie offerings on the counter by the stairway, of which we didn't breathe a word. This is typical of the store. There are wonderfully good things to-day and every day which we don't tell about.

Good idea. Arouse curiosity. Give readers of your ads. the idea that the half has not been told; that many things are unheralded on purpose to afford surprise. And not only give that impression, but make sure that it is true.

where there are few, if any, public art galleries worth considering, the great mass of the people, to a great extent, obtain their art from the dead walls and billboards. If the advertiser is altruistic, this method of advertising is a good thing; but one rarely, if ever, advertises from altruistic motives. The advertiser who is sordid enough to look for direct returns from his investment will certainly not get it from billboards. To make his announcement worth looking at in these days of multi-color printing and gaudy sign painting, he must spend a vast sum for a very little

YOUR STYLES

Muslin Underclothes

—not the makers'. We keep our wits about us, and our ears open. When you admire, and we hear you doing it, we make a note of it. When you suggest some change we make a note of that.

Sometimes we hear of a charming style conceived elsewhere. We get descriptions, and from them make something like it. Lots of women have ideas of their own on the subject of underclothes, and these sift through their brains and our brains to the maker. So the styles change from year to year and accommodate themselves to your taste. That's why so many of our underclothes have a touch or a cut that you seldom see elsewhere. That's how it happens that such quantities of the softer, finer cottons—nainsooks, etc.—are found in this year's Sale.

And why there are short-sleeved nightgowns and underclothes at small prices with ruffles of the material instead of lace or embroidery.

It's the reason, too, why you feel so sure "things are bound to be nice."

Isn't the principle therein enunciated worthy of adoption?

advertising, and for advertising, moreover, that attracts the attention of the passer-by by its gaudiness, but does not induce him to stop to read the lettering.

The newspaper, therefore, must remain the foremost advertising medium from which to obtain direct and speedy returns on the outlay. The heavy advertisers are beginning to appreciate that fact and to leave costly experiments to the small fry and "new beginners."

STOCK MEASURING MACHINES.

The New Century Manufacturing Co., Limited, are introducing to the retail trade their stock-measuring machines. The special feature of this machine is its size, and its wide range of work. The mechanical construction is extremely simple and can never get out of order. Several sets of fixtures accompanying the measurer adapt it to the measuring of all classes of goods. See advertisement in another column.

FAVORABLE WOOL HOSIERY CONTRACTS.

In wool hosiery The W. R. Brock Co., Toronto, have made most favorable contracts in plain goods. Their W. J. C. to retail at 25c., women's sizes; Peg-top, V. N. 11 and Yarmouth ribbed, to retail at 25c., are particularly good value. A line of worsted ribs called "German," and plain worsted called "Shine," are superior to anything offered by the trade in this line to retail at 25c. Another line of heavy ribbed worsted hose, called "Twig," to retail at 50c., makes the best half dollar line ever shown. "Holeproof," to retail at 35c., is another special. The quotations given are for women's sizes, and children's can be had at correspondingly low prices.

GAULT BROTHERS' SPECIALTIES IN FURNISHINGS.

THE "King" collar button, for which The Gault Brothers Co., Limited, are agents for Canada, is claimed to be the best button made. Every button is guaranteed. They are made in 10k gold filled, 14k gold filled, silver, and silver back gold filled front. A large stock is alway kept on hand, and prices are quoted on application.

The Gault Brothers Co., Limited's furnishing department has a well assorted stock of men's furnishings for present use, and new Fall goods are arriving daily. Those of the trade who have not already placed their orders, should make sure to see the samples in this department before doing so.

In men's half-hose The Gault Brothers Co., Limited, have the lines every dealer requires. The travellers are now out with a full range of Fall lines.

The travellers of The Gault Brothers Co., Limited, are now out with a full line of braces, comprising Canadian, English and American makes, besides a few special lines of jobs. It will be worth the while of the trade to inspect this range before placing orders.

A specialty of unshrinkable goods is made in the underclothing department of The Gault Brothers Co., Limited. All makes and styles of underclothing are shown.

The Gault Brothers Co., Limited, have just received their Fall stock of umbrellas, and they are now able to satisfy the great demand for fancy handles which prevails this season.

The Gault Brothers Co., Limited, are showing a special line of ribbed hose with tucked knees, from 4 to 10 inch. The travellers should be asked to show No. 484x, special.

A full range of ladies' hosiery is now in stock with The Gault Brothers Co., Limited, comprising cashmeres, cottons, lisles and silks. New lines are arriving daily.

A NEW UNSHRINKABLE FLANNEL.

"Remino" is an all-wool unshrinkable flannel manufactured in England by Robert R. Buck & Sons, Carlisle. It has met with enormous success on the other side and is now being placed on this market. It is made in all the newest colors and stripes, in plain stripes and checks, and is alike suitable for ladies' waists, night dresses, men's shirts and pyjamas, children's dresses and underwear. We feel confident "Remino" will find a ready market on this side. The manufacturers will be pleased to send facts on application.

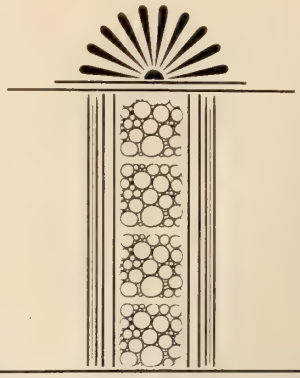
KNITTED WOOLLENS.

The W. R. Brock Co., Montreal, advise that their travellers are now out with a complete range of knitted woollens for Fall trade. They are especially strong in toques, sashes, mitts, clouds, hoods, shawls, etc., and as the price of all these goods has advanced greatly since their stock was purchased, customers will do well to order early.

SPECIAL FEATURES IN HOSIERY AND UNDERWEAR.

S. Greenshields, Son & Co. have as a special feature in their hosiery and underwear department a range of ladies' and children's plain and ribbed wool hosiery, as well as plain and ribbed cashmere hosiery, which were contracted for previous to any advance, and can be had at the old prices. These are said to be the lowest-priced goods of their kind on the market, and retailers should not place orders without seeing them. Ladies' and children's ribbed underwear is shown in a more varied assortment than any previous season, and all the lines carried are of excellent value. They are now placing into stock a larger variety than ever of fancy woollens, such as infantees, bootees, polkas, gaiters, etc. The trade would profit by a look at the samples of these which are now in travellers' hands, as the range is ahead of anything they have yet shown.

Convincing Merit



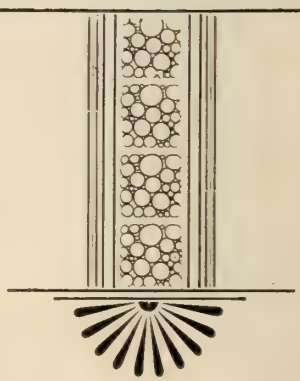
During the past two months we have been making preparations for the coming Fall trade.

Our resident European buyer, who knows and has access to every millinery fountain head, has within the past two months visited every manufacturing centre of fashion from which goods in our class are evolved. Also our American buyer, who has the same purchasing advantages, has visited all the principal Hat manufacturing centres of the different States.

The result is that to-day we have in the hands of our representatives in the different Provinces the most complete, effective, and convincing range of Millinery, Millinery Novelties, Laces and Fancy Dry Goods it has ever been our pleasure to bring before the trade.

The selling strength of our Fall offering is evidenced by the orders being received through our representatives from all parts of the Dominion, and which gives us great confidence in asking every buyer who has not seen our range to wait the arrival of our representative on your route before placing your orders.

Seeing is believing, believing convincing, and we are confident that our range possesses convincing merit.



S. F. McKINNON & Co.

Limited

TORONTO and MONTREAL

The Canadian Millinery Review

1902

Millinery Predictions.

THERE is a decided lull in millinery circles just at present and managers have time to joke about the near approach of Summer holidays. Buyers are off looking up novelties for the Fall openings and the warehouses are quiet with that Summer stillness which strikes them just about this time. However, The Paris Syndicate has issued its color card for the Autumn of 1902, and there are some comments and rumors floating about. Green once more heads the card, and, therefore, green will once more be the predominating shade. As for novelty it will be found in the increased number of shaded tones which are exhibited. These were displayed to some extent at the Spring openings, but in the Fall they will dominate the market.

From the mass of shaded colors it will be somewhat difficult to pick the favorite, but there is pretty good authority for announcing that an emerald green shading into a blue will lead the demand. Green felts, trimmed with blue, will be decidedly popular.

Golden yellow into bronze, pink into mauve grey, pale blue into slatey brown—such are some of the leading combinations. The series of browns shown are very effective, running as they do from the fawn so the dark brown, and will doubtless be used largely. "Cornelia" pink shading into "Grenate" red forms a beautiful tone-effect, while coppery pink going into brown is new. Heliotrope is made to pass through six shades from light to dark, and the transformation from dahlia pink to olive green is the novelty of the card. There are a few more greens, light olive and sage, and a good showing of old and established tones, such as rose pink, coral pink, biege, turquoise and grey.

Off on a Special Buying Trip.

Mr. J. W. Pennock, of J. W. Pennock & Co., wholesale milliners, 44 Yonge street, Toronto, left a few days ago for London, Paris, Manchester, Nottingham, and other points. This firm started business last Fall with high-priced goods in pattern hats from London and Paris, and also a low-priced line of goods of their own manufacture. Success in both lines warrants the manager in taking now a special buying trip. This firm, in their first Fall opening, will carry a bright line of splendid up-to-date wares, with prices to suit purses and patterns to suit tastes.

A Millinery Man's Marriage.

Mr. J. S. McKinnon, of S. F. McKinnon & Co., Limited, Toronto, has just returned from his honeymoon, and is receiving the congratulations of his friends. Mr. McKinnon, who is a nephew of S. F. McKinnon, and a director of the company, was married to Miss Clara Helene Sintzel, daughter of John Sintzel, of Hamilton, Ont., on Wednesday, June 18. Many testimonials of esteem were received by the young couple, including several substantial cheques and a handsome cabinet of silverware and cutlery. Mr. and Mrs. McKinnon have been visiting New York and Boston for two weeks, and also paid a short visit to Blyth, Ont., where Mr. McKinnon's parents reside.

A Prosperous Season.

Caverhill & Kissock have succeeded in doing a heavy business in all sorts of ladies' hats and millinery accessories for some time beyond the ordinary season. The cold weather has been partly accountable for this, but the assortment of hats and trimmings carried by this firm this year has been exceptionally beautiful and has attracted much favorable comment from the trade.

Speaking to a representative of this paper, a member of the firm said: "Orders were a good deal more numerous this year as well as considerably larger, showing a good state of things among the retail trade throughout the country. Although it is somewhat early to speak of what colors will find most favor in the trade for Fall, orders already received point to a strong feeling for fawns, browns, beavers and greys. In materials, mohairs will be very popular; plain felt goods are lagging behind somewhat. It looks as though we will have a mixed season, felts and velvets both being used."

A Handsome Line.

Rathbone & McNeill are showing some very fine ready-to-wear hats for the Autumn season, for July and August delivery, in ladies', misses and children's. In ladies' hats, the "San Toy," of which a cut appears elsewhere in this issue, is a remarkable seller. It is a wide, jaunty hat, in camelshair, trimmed in black velvet and fancy silk, with a handsome gold buckle. It sells best in black and white. The price is $20 per dozen. "Pac Hoi" is another, in plain felt, of the same shape, which is going well in steel and navy. The "Ski," a wide-leaf hat, in plain felt, with a decided roll at the edge, sells at $15 per dozen. "Koali" and "Suvor" are two turbans with handsome pom-pom trimmings, which should take well for the season; and "Komer," a ladies' camelshair fedora, trimmed in plain black band, is a neat looking hat for street wear, which sells at $8.50 per dozen. Misses' hats include "Choeng," a wide-leaf hat in plain felt and camels hair, trimmed with plain satin with oriental edge. It sells at $15 per dozen. "Aris" is another plain felt for ladies, a wide-leaf sailor with various trimmings. It sells at $12.50 per dozen. A pretty girl's hat is that called "Oakley," in camels hair and plain felt, a wide-leaf hat turned up all round. It is trimmed with satin in different polka dot patterns. This is an extremely pretty hat and will be a rapid seller. In navy blue it is best liked, though white, black and cardinal are also good colors in it. The price is $13.50 per dozen.

All the above hats are shown in all the popular colors. In children's tams, which are a specialty in this house, the variety is very great, including the old wire-edge tam, which is again to be popular, leather and corduroy tams, and camels hair effects in red and white. Ladies' tams, with shading band are shown in some pretty Persian lamb effects that will take well. The price is $6 per dozen.

Death of a Respected Employe.

Mr. William Lowe, for 25 years at the head of the shipping department of S. F. McKinnon & Co., Limited, Toronto, died on Saturday, June 21, at the Western Hospital. Mr. Lowe was the oldest employe of the company. He was held in the highest esteem by both his employers and his fellow employes, to whom the news of his sudden death came as a great shock. The funeral took place on June 24 last to Mount Pleasant Cemetery and was largely attended.

Most Important.

When a representative of "The Dry Goods Review" called at the warehouse of S. F. McKinnon & Co., Limited, Toronto, he found all hands busy, being in the middle of stocktaking. When met by a member of the company the situation naturally led to a short chat along the line of stocktaking. This company look upon a semi-annual stocktaking as being neressary to the best interests of any business. The primary reason, of course, attached to that important work is to find out exactly the results of the season's business, as, although it may not in all cases reveal encouraging facts, it at least shows those interested exactly where they are. Many business breakers have been steered clear of from a thorough systematical stocktaking. If for nothing else it is worth all the time taken to have every corner and drawer cleared out and every article and piece of goods handled during the process, whereby one or more becomes familiar with every article in the establishment.

When asked for their opinion as to how the season had turned out, they said: "We do not think that early hopes have been quite realized," adding, "It is just a question if, in the memory of the oldest in the trade, we have had such fine warm weather as experienced all through March, which gave a fine early start to millinery, but, on the other hand, it is just as sure that it is a great many years since we had so much cold weather throughout the months of April, May and June; and, although our own business for the three months just mentioned shows an increase over the corresponding months of last year, we are confident from our viewpoint, as already stated, that the high hopes created at the opening of the season have not been quite realized. One thing must be said, however, that at this date, June 26, we think that trade is better than at the same time last year, and with the advent of warm weather much will yet be done towards reducing stocks, which, by the way, we do not think are heavy, great care having been exercised in buying since the beginning of May. So before passing away from a season which certainly has had its disturbing elements, at the same time our opinion, which we are never afraid to express, is that by the time the date has been reached when balances are usually struck for the season, it will show such general results as will class it as a good average season, with stocks low—a great feature to aim for in these days of sudden changes in styles."

The question was asked, "Can anything be said at this date concerning Fall goods?"

The answer was: "Our resident European buyer has within the past two months visited every fountain-head from which millinery and millinery novelties are evolved. Our American buyer has been in touch with and visited all the leading hat manufacturing centres of our clever business cousins across the line. As the result of their research we have represented at this moment in Every Province of the Dominion the largest, most up-to-date and convincing range of Fall samples it has ever been our pleasure to bring before an appreciative trade.

"Many white and light-colored felt hats of the ready-to-wear character are being shown, and give promise of being in high favor for the July and August trade. In fact, almost every order received from our respective representatives calls for immediate delivery of all white and light colors in outing hats. There are some swell goods in this class; just the thing for our lofty stylish Canadian girls.

"Coming a little closer to Fall goods, much of the rough or camelhair effect will be in order; in fact, rough effects characterize both hat and trimming materials. Felting will be a leading feature, particularly of the camelhair and rough scratch-up characters.

"Plain silk velvets will be a big feature in the manufacture of high-class millinery, as will also be panne velvets. Ribbons, particularly in soft makes. Crowns, many will be used of the sequin effect; also many crownings running largely to the rough, woolly characters as described in the hat class. Wings, breasts, ostrich effects in ¾ flats, singe and bunch tips, pom-pons and buckles will all be largely employed as garnitures or beautifiers of Fall millinery.

"At this moment it is just a little hard for even those who keep close to the millinery situation to say exactly what all the leading features will be, but one thing is certain: that any ideas here advanced will come out right, and therefore may be helpful to some of the readers of your valuable and widely-circulated journal.

"Laces have been much in evidence all through this present season and will also be employed for Fall, both in the manufacture of millinery and trimming of dresses. All our representatives are, in connection with their millinery samples, carrying a magnificent range of laces and embroideries for Fall, Christmas and Spring delivery, which every buyer in this class should see.

"After having examined our range of samples, we think that in extent, character and value it surpasses any of our former efforts, and if only as an educator every buyer having the opportunity should see it."

Attractive Lines for Fall Trade.

Robert Scates & Co., 98 Carling street, London, Ont., who started last September in millinery and dry goods, will make a good bid for the western trade this season. They promise for Fall and Spring importations, several of the best lines and values to be had in Canada.

A Hat Firm's New Premises.

Strachan Bros., who moved their hat plant from 24 Bay street are doing a good business in their commodious quarters at 130 Wellington street west. They now have double the floor space they had formerly. Their handsome brick structure of six storeys, exclusive of the basement, is operated in the most up-to-date methods, and furnishes them a hat plant with unexcelled shipping facilities and enormous production. In the basement are found their dyeing, blocking and shipping departments, and on the ground floor are situated the packing room and room for rough stock. The next floor holds the space devoted to fine trimmings and the straw department. Above this their finishing room is in full blast, and on the same floor as is the finishing room is a special room for the firm's travellers' samples. The whole structure is bright and neat, and the excellent arrangement, combined with scrupulous care, explains how this firm is forging ahead in the hat line.

Wholesale Millinery

There is no question as to the correctness of our goods for Fall Season. It will pay you to take a careful look through our immense range of Samples. . .

COMPARE VALUES. **NO OBLIGATION TO PLACE ORDER.**

The D. McCALL CO., Limited

We Take This Space

Just to say that our exhibit of Fall and Winter Styles of Ladies' Hats, Trimmed Street Hats, Dress Shapes and Novelty Ideas in Felt Headwear will be complete by the last of July.

It will comprise the best designs of the best makers. Here you may see a gathering of what is most pleasing in the entire New York market. Our usual attractive display of Trimmed Models at the time mentioned.

We want you to see this assembly of Autumn Styles. We can interest you.

May we see you when you reach New York?

HILL BROTHERS,
806-808 Broadway, NEW YORK.

The Largest Exclusive Waist House in Canada

Perfect 

Fitting

Our travellers are now on the road showing the **Largest Range of Waists ever shown in Canada.**

Silk, Flannel, and Sateen Waists, **NEWEST DESIGNS**

New York Silk Waist Manfg. Co.,
40 St. Antoine Street, MONTREAL.

Our London Fashion Letter.

The Cool Weather Necessitates Warm Clothing—Novel and New Ideas in Furs —Masculine Type of Waterproofs — Box Pleated Skirts in Vogue—Twilled Voile Cloth in Favor—A Novel Sleeve.

London, June 18, 1902.

THE London trade, both wholesale and retail, has experienced such a slump as will not be forgotten or made up for a very long time to come. Much was anticipated of the Coronation, but like the last Jubilee, it has proved anything but helpful to trade, and the extraordinary rainfall and cold weather, which has continued until now, within nine days of the great event, has proved most disastrous to all concerned.

THE climatic conditions have been singularly unfortunate, since so many diaphanous and thin fabrics were produced for the needs of what was expected to be a record season. To-day, Ascot opens, and fashionable women who journeyed down this morning from Waterloo, were clad in warm garments and carried fur wraps instead of the filmy raiment usually worn at this gay gathering, where new ideas in fashion are expected.

FURS indeed have not been out of evidence during the whole of the Spring, and this the opening month of Summer! This possibly explains why new designs in fur garments are already being fully shown, and many of these indicate novel ideas not usually associated with the treatment of furs. This is discernible in the way in which some stylish blouse coats are cut with novel shaped basques or skirts and full bell or Bishop sleeves. Our illustration shows one of the newest ideas under this head, where a blouse coat in choice mink skins is drawn in at the waist with a pouch effect, and the deep basque and full sleeves indicate the latest form adopted by the smart London and Paris furriers. Collars are very full and broad and turn out well to the shoulder line to open or close to the waist line. This style is adopted and works well, too, for broadtails, chinchilla, and many other skins. Two kinds of skins are frequently used, as in the case of a blouse coat of Red River seal, having a scallop collar of finest ermine over a deep one of seal. This model is drawn in with an embroidered belt, and the very full bell sleeves are drawn in with embroidered tabs to match. Quite a number of these tabs are seen. They draw the sleeve in at the wrist part over two or three pleats so that a flounce effect is gained.

The form of these blouse styles is very varied. Many are banded only at the waist with handsome embroidered belts and the wrists and large collars are ornamented with embroidery to match. Models in this style are shown in picked moleskins, musquask, and caracul. The motor craze has created a demand for special shapes and skins. One of the most popular is a three-quarter sac in Russian colt, made with a collar to stand up or turn over, and sleeves with leather buckles or tabs to draw in at the wrists. Besides pony skins, reindeer, marmot and musquask are used for these motor coats, while long cloth coats in Chesterfield and other styles are lined throughout with these or other skins.

THE weather conditions must have greatly helped the rainproof coat trade; anyhow some very smartly cut designs are to be seen at most of the outdoor functions. Brice & Palmer have brought out some special things in "Eminent" waterproofs that are distinguished by considerable novelty in cut, and are of a neat masculine type.

IT is full early to speak of Fall styles in costumes, stock-taking being in full swing in the city houses, but already this house is prepared with some good models for the early shipping trade. Plain cloths, herringbone tweeds and zibelines will go on and skirt styles will vary little from



Specially Drawn and Engraved for The Dry Goods Review.

A PARIS MODEL.

The Newest Paris Model in Mink Fur Coats and Toques.

the present form, though bodices will mainly be close-fitted with inset or simulated vests.

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BOX PLEATED SKIRTS seem to gain in favor and look well in heavy-weight cloth. The annual exhibition of Harris and Sutherland tweeds held a few days since at Stafford House, by the Duchess of Sutherland, did not seem to suffer either in attendance or sales from the recent attack in the press on the peat odor and alleged unsanitary conditions. Some excellent woollens were shown and great advance appears to have been made in the dyes, some of the most fashionable tints being represented in these goods which formerly only included the crudest colorings in addition to the regulation tartans.

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A MATERIAL that is making a great success and is very largely used for good class tailor-made styles is a twilled voile—a cloth that looks well in black and colors and will be very fashionable for Fall costumes and coat and skirt styles. It is a kind of heavy canvas web with a twill face. Another fabric which has just come into favor and will be very likely to go well for early Fall styles, is a heavy make of alpaca. A Band street tailor shows this week a stylish coat and skirt in this in black, made with one of the new short sac coats or boleros, which just clears the waist line. The fronts are box-pleated from the neck line, and there is a military collar of black velvet from which tassel balls of black velvet with steel tags are suspended. These are sewn at intervals down the front and hang also from black velvet wristbands that finish the full sleeves. Sleeves show much variety of treatment, those in thin materials being very fancifully tucked from the shoulders to fall into extreme fullness just below the elbow.

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PAQUIN, the famed London and Paris firm of costumiers, have this season originated a novel sleeve which is very narrow at the top and broadens out enormously from the elbow downwards, but unlike other sleeves of that ilk, it has no fullness gathered into the wristband, but slopes into nothingness just above the wrist. From the wrist upwards towards the elbow the sleeve is slit and the two sides are secured together by means of thick silk cord passed through eyelet holes on either edge. Sometimes there is a small inner puff of embroidery or mousseline de soie peeping through the opening, but more often than not the opening is unlined, and the effect is still more simple. Paquin, by the way, made the two beautiful gowns worn by two Canadians at their Majesties' Court last Friday. I learn that Mrs. Henry Cawthra, of Jeadon Hall, Toronto, had a most lovely gown of pale seagreen moire, embroidered with a design of marguerites, worked in green and white silk, intermingled with silver paillettes, and trimmed on the bodice with Brussels point lace and ivory-white mousseline de soie. Mrs. Cawthra's train was of pale green mousseline de soie, lined with ivory-white satin and trimmed with beautiful Brussels point lace and bows of silver tissue. Miss Grace Cawthra's dress was of pale blue chiffon, with a deep waistbelt of soft satin, and a trimming of Brussels lace and silver embroidery. Her train was of white satin, lined with white, and trimmed with chiffon and pink roses. Evening dresses are things of great beauty, and are very elaborate in design.

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NOVELTIES in tabliers of lace or rich embroideries upon tulle or chiffon are being shown. These are intended to hang over flounced gowns of chiffon, mousseline de soie, or the lighter silk manufactures. Much sequin, paillette and spangle trimming is in evidence, but it is of a very new kind, and mother of pearl or aluminum effects predominate.

MILLINERY for Fall is hardly declared yet. London buyers make their first journey to Paris next week. Trimming and fancy buyers who have already visited the markets report that plain velvets will lead, but that certain novel printed effects will be the novelties. Ornaments will reflect the blue and green effects, by means of green and blue shot stones mounted in steel. Many wings will be used, the newest being arrow shaped, and these will be used to point downwards.

FLANNEL SHIRTS will show modifications of the elaborately tucked sleeves and fronts of the Summer styles. Some new patterns are in printed flannel or



Specially Drawn and Engraved for The Dry Goods Review.

WALKING COSTUME.

A Smart Walking Costume in Short Tweed, Strapped with Black Satin.

"Viyella" in novel colorings of one tone, or combinations of several, in another new check effects. Even here we see the green and blue "Eccosais" effects reproduced. Many of the new flannels used for shirts and dressing gowns are "Riplene" finished, which is a warranty for their excellent service, since they are thus rendered absolutely unshrinkable by washing. E. & H. Tidswell, even at this early date, show some very smartly cut "Viyella" and velvet shirts for the new season. It is a curious thing to learn that there has been a steady sale for flannel shirts throughout the Spring season by reason of the extremely cold winds that have prevailed.

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DRESS TRIMMINGS will include various novel tag, tassel and ball shaped drops of silk or velvet with gilt, silver or steel cords.

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JAPANESE printed silks are wondrously beautiful, some of the designs having the effect of hand painting. Messrs. T. Richards, of Cheapside, show an immense range, some particularly choice patterns being natural floral designs upon a white or cream ground. These have a big sale, and among their many uses make charming evening gowns or blouses. Special things, too, are the natural Shantungs now so much in fashionable favor.

A. MEEHAN.

GUARANTEED WAX HEADS.

Nowadays almost every up-to-date drygoods merchant' milliner, tailor, etc., uses wax heads with forms for displaying goods on, either in the window or interior of the store, and all know that unless the goods be of the best quality there is a danger of the heads being ruined by heat or cold. A guarantee against this should be required when purchasing. Delfosse & Company, Montreal, give a guarantee of this kind with every head sold. They can do it, for every head is manufactured by themselves, workmen of exceptional ability in their particular line of work being employed. In fact, everything the firm sell is of their own manufacture, mirrors, showcases, flowers and palms, which are now so much used for decorative purposes, stands, racks, etc., etc. In addition to the full length forms of men, women and children, others for displaying waists or blouses are made, some mounted on a stand so that they can be turned any way desired, others for hanging to the wall. The latter, in papier mache, sell at $4.50 per dozen. The mirrors, especially the large triplicate variety, are of very fine workmanship, the firm believing it to be better to turn out only the highest class goods than to go in for cheap stuff, which is always dearer to the buyer in the end, They now make the "Silent Salesman" style of showcases, in various woods, such as oak, maple, cherry, etc., and have had immense success with them among the Canadian trade. The doors in this showcase work on the ball-bearing principle, thus preventing any warping, which is often a fault with such cases. The fittings in the various mirrors are oxidized or nickel plated, the former being a specialty of the company's and making a handsome finish. Small adjustable mirrors for fastening to walls are one of the rapid-selling lines. These are very handy and can be used by all those whose customers must try on some garment before purchasing. Delfosse & Company recently issued a fine catalogue which the trade should try and procure.

THE DEMAND FOR BETTER GOODS.

The constant demand for better goods is very marked within the last few years in Canada, and thus Debenham, Caldecott & Co. have filled a great want in the trade by introducing high-class goods and helping to advance the inquiry for better quality of goods.

SOME STAPLE LINES.

In their staple department The W. R. Brock Co. are showing two lines of blue denims to retail at 12½ to 20c. In each case the prices are about 15 per cent. below the regular quotation. A line of 11-4 cotton blankets are being offered at a job price. As far as weight and warmth are concerned these blankets are equal to wool. Another trade-winner is blue and black ground, extra heavy 32-inch drills, spot and stripe effects, as well as some light ones, which are being offered and are creating excitement in the trade. These are seasonable goods and are proving attractive to the retailer.

The Rock-fast drills Brock's are showing this season are the latest designs for ladies' skirts for approaching Fall wear. Twenty-five cases of white cotton to retail at 10c. are claimed to be as good value as when raw cotton was 6c. per lb.

HEAVY TRADE ANTICIPATED IN TAMS.

The Gault Brothers Co., Limited, are showing for Fall an unusually large range of umbrella shawls, honeycomb shawls, fascinators, hoods, mitts, toques, etc., etc., for which the demand is already active. Girls' tams are also in large assortment. The coming Fall and Winter is to be a heavy one on Tam O'Shanters of all sorts to judge by the orders so far received. They have devoted a good deal of attention to Swiss, English and Irish bureau covers, pillow shams, toilet articles, sideboard covers, and all articles of the kind. Chatelaine bags, which are to be used again, and wrist bags, are shown in leather and beaded, with silk lining. The assortment of handkerchiefs is larger than ever before. Men's, women's, girls' and boys' handkerchiefs of all varieties imaginable, and at all prices, are on display. The trade should by all means see this range. It will pay them. In dress trimmings for Fall they are putting into stock silk trimmings and embroidery trimmings, as well as some beautiful French appliques, which are in high favor. New lines have been added in the lace department, and great activity prevails here, especially on the guipure and Irish point laces. A big job line of over 200,000 yards of embroideries has been placed into stock, which they are selling at prices that are sure to effect sales.

VELVET RIBBONS.

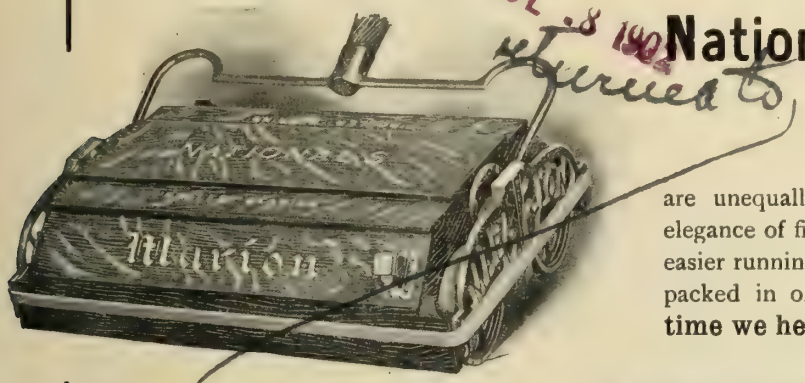
Velvet ribbons are more in demand than ever, in spite of predictions to the contrary. Brophy, Cains & Co. have just put into stock a large shipment of both cotton and satin backs, the latter in several different qualities. They have also received some washing and cord edge silk baby ribbon to sell at prices lower than previously quoted.

MAKING ROOM FOR FALL GOODS.

The month of June has been an exceptionally busy one with the W. R. Brock Co., Montreal, especially so in the staple department, where Fall goods have been arriving daily. In order to make room for their Fall goods they are offering special snaps in odd lines, and a visit to their staple department at this time of the year is well worth the time of the retail merchants, for there they can pick up clearing lines at very low prices and help to put a little life into their business during the months of July and August. They are offering special prices in apron ginghams, shirtings, tickings, sheetings, etc. Their range of flannelettes, blankets and flannels are second to none in the Dominion, and, with an obliging staff of hands in the house and 40 travellers on the road, they are within reach of all from Vancouver to Halifax. The staple department is clearing out several mill stock lots in cotton crash towellings, all of which can be retailed for 5c. Brock's, Montreal, print department report a run on their flanelle merino wrapperettes. The designs are "confined" and pronounced the best imitation of all-wool French flannels shown at the price. They can be retailed for 12½c.

The Success of National Sweepers

is due greatly to the fact that buyers recognize they get greater value in our line than can be obtained elsewhere. The efficiency of our patented **dust proof** "Roller Bearings" and our Steel Handle Ferrule can be easily demonstrated to anyone. Fair business dealings count, too.



National "Roller Bearing" Carpet Sweepers

are unequalled for quality, simplicity of construction and elegance of finish, and are at least fifty per cent. (50 per cent.) easier running than any other sweeper made. Each sweeper packed in one of our patented cartoons. **Is it not about time we heard from you? It's worth while.**

NATIONAL SWEEPER COMPANY

THE P. R. CUMMING MFG. CO.,
Canadian Agents, TORONTO, CAN.

Marion, Ind.

W. TAYLOR BAILEY



Upholstery Supplies, Drapery Fabrics and Brass Goods,

MANUFACTURER OF .....

Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

Ladies' Neckwear.

LADIES' neckwear trade this year is an exceptional one in some ways. For one thing, there are an unusual number of novelties, and there is as yet no end to these, for new things are arriving on the market continually. With such a great number of different novelties in neckwear, some of which will be successful and others much the reverse, the dealer needs wide-open eyes to make a wise selection.

The feature of the trade this Summer is undoubtedly the popularity of neck ruffs, ruffles, ruches, etc. The variety of this style of neck adornment is not too great to satisfy the demand, which still keeps up as well as during the early part of Summer.

Soft effects in boas are most popular; and should boas continue to be worn as widely throughout the Summer as now, the proportion of these soft materials worn is likely to increase. Since the coming of warmer weather white boas and ruffs have been in greater demand; but there is still a good business done in black and black and white.

The variety of stocks is marvellous. No sooner has the "very latest" appeared than it has to resign in favor of something still "later." While it is a matter of choice with the wearer as to how the most of these shall be tied, there appears to be a general liking for the Ascot, or for the once-over variety which gives practically the same effect as an Ascot. Loosely tied four-in-hands are also much worn, and now and then one sees a bow, usually, however, in a made-up stock.

Plain colors in a variety of shades are worn. Among the most noticeable are the popular ox-bloods and nile greens. Stripes of different widths appear frequently, and recently several stocks in small spot and figured designs have been meeting with considerable favor from the trade and public.

* * *

EXPERT NECKWEAR DESIGNERS.

Among the firms which have taken a prominent part in the development of trade in ladies' neckwear is F. C. Daniel & Co., Toronto. Their attention is partiularly devoted to popular-priced goods, and, with this end in view, they employ a specially qualified staff of designers, who keep in constant touch with the fashion centres of the old and new world. By this means they are always able to keep abreast of the world of fashion in ladies' neckwear. Children's headwear is another of the firm's specialties. A post card addressed to the firm will procure by early mail desired samples of any particular line they manufacture.

THE W. R. BROCK CO.'S LINEN DEPARTMENT.

The linen department of The W. R. Brock Co., Toronto, have secured five ranges of bleached damask napkins, which were made for a firm in the United States, but something went wrong with the contract, and the line was secured from the manufacturer by The Brock Co. at a large reduction, and they are able to offer them to their customers at much lower figures than would otherwise have been possible. The goods are ⅝ x ⅝. No. 1, 2 and 3, at $1, $1.35 and $1.50 respectively, ¾ x ¾. Nos. 4, 5 and 6 at 1, $1.50 and $2 25, put up in cartons of 5 dozen assorted patterns and are a snap; No. A1 is a 58-in. cream damask tabling, good weight, 6 different designs, and can be retailed at 25c. as a leader; No. JB8 is 68-in. bleached damask tabling that can be retailed at 75c. with an extra profit; JB12 is an 18-in. wide linen glass cloth, with solid checks of 1½ in. for fancy work in pink, sky, navy, red, yellow, green and helio. It can be retailed at 12½c, and is just what the trade have been looking for. They are offering five specials in French canvas—in fawns, CZ at 9c., CM at 10c., and No. 54 at 10c. In blacks, No. 150 at 9c., and No. 200 at 10c. These are without exception the best value that is being offered, and fully 10 per cent. better than the largest importer can lay them down at.

THE LATE EDWARD I. ROWSE.

Edward Inkerman Rowse, of Oshawa, died on Monday, June 23, from the effects of an especially severe attack of pleuro-pneumonia. Deceased was born at Columbus, Ont., and when a boy went to London in company with his brother Oliver and learned the dry goods business. Afterwards the two brothers started in business in Peterborough, but about eighteen years ago deceased went to Oshawa and started a business there, which he continued steadily to improve. He first bought the Skae block, afterwards the attached Gulock building. By making arches he turned the two places into a fine big store, and carried a large and valuable stock of goods. Notwithstanding the demands his business made upon him, Mr. Rowse gave a good deal of attention to public matters, and at the time of his death was a member of the town council. The funeral on Wednesday gave token of the feeling of sorrow in the town, for every place of business was closed out of respect to his memory.

PERSONAL MENTION.

Mr. L. H. Henderson, of Messrs. Brophy, Cains & Co., a sergeant in the Duke of York's Royal Canadian Hussars, was one of the members of the Canadian contingent that went to England to represent Canada at the Coronation.

Mr. J. Frank Riepert, of Montreal, left for Europe last month, and will visit all the principal market centres in Great Britain, France, Germany and Switzerland, in search of novelties for the Christmas trade, as well as for new goods for Spring, 1903. Mr. Riepert has paid special attention to securing the latest and best novelties from Europe for Canadian buyers.

Mr. Gerald C. Egan, buyer for H. H. Wolff & Co., Montreal, has gone to Europe for a two months' business trip.

Mr. M. Markus has left for Europe, where he will be absent two months interviewing the different manufacturers of tailors' trimmings and special dry goods he represents in Canada. He will bring back with him all the latest novelties in this line, and the trade can rest assured that a choice assortment will be offered them.

LUMBERMEN'S SOCKS AND JACKETS.

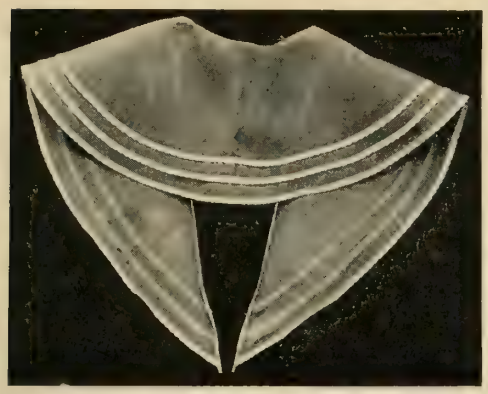
The W. R. Brock Co., Toronto, are showing a large range of lumbermen's socks, mitts, and fulled jackets which are suitable for persons engaged at out-of-door work during the Winter. The jackets are known as the "Norwestern" and can be retailed at from $2.50 to $3 each.

EXPANSIONISTS.

The Copeland-Chatterson Co., Limited, are about to open up a London, England, office. This firm send their goods to Australia and several of the European countries, and even to far-away Egypt, in the shadow of the pyramids.

SAXONY YARNS.

The W. R. Brock Co., Toronto, have passed into stock a special line of Saxony yarns, which are said to lead the trade in both quality and price. The line is called 5x5 and can be retailed at 10c. per skein. All colors are in stock and a sample box will be sent on application.



The "Revere"

will be the most

Popular

Comfortable

and

Stylish Idea

for the

Hot Summer Days

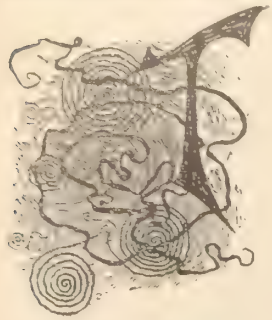


From
$2.25 to $15.00
per dozen.



E. & S. Currie - Toronto

Dress Goods Trade.



THE dress goods trade of 1902, it must be admitted, has not been all that could be desired, either from the wholesalers' or retailers' point of view. The unusually long Spring season was of benefit in its way, for it has allowed the retail trade to clean out their spring stocks in a way that they have not been able to do for many years. But while this is a feature for congratulation, the result has been to very much shorten the Summer season, as well as to incommode the dealer in placing in his stock of Fall and Winter goods

The Summer trade, to a certain extent, is one that requires a good deal of pushing, in the way of advertising, offering bargains, etc. During the early Summer the best trade is done, and this year the early Summer has been shortened to about two weeks. When people have left for the seaside or the country, sales must be forced if one is to do a satisfactory amount of business, and July sales are usually moneyless as far as the retailer is concerned.

With the short Summer and the heavy stocks of Summer goods of which almost every dealer is possessed, it is but natural that the trade should wish to delay the purchasing of Fall and Winter goods until as late as possible. This has been done by a great many retailers, with the result that jobbers have had difficulty in getting their goods placed. July, however, opens up auspiciously, and we may expect a heavy trade. Whether it will be a paying one or not depends on the dealer; but it is feared that in the hurry to dispose of Summer goods during the remaining portion of the season, bargains will be offered and sales made at figures that will leave but little margin.

The present dress goods trade runs much on linen lawns. This linen craze has been and still is a striking feature of the Summer dress goods trade. The favor with which it was received induced some manufacturers to attempt to produce this color in heavier goods for cold weather wear; but it was impossible to get the same effect in any material but the linen. French fancy flannels, for blouses, have been in excellent demand; so much so that some jobbers have had to send large repeats for these goods. Finnettelaines are also moving out well, and new designs in this class of goods are picked up by the trade rapidly. One was brought out a short time ago with a stripe in white on dark grounds, designed in a very good imitation of lace, and the demand for it was excellent, due a good deal, no doubt, to the prevailing fad for lace in dresses and trimmings.

Granite cloths, in plain and in striped designs, are going well for Fall. The fancy corduroy effects are also popular, especially when designed in the satin stripes, as shown by one of the leading houses. Plain goods, however, of all descriptions seem to have the greatest hold on the trade. The plain, or piece-dyed stuffs, as they are called, have had a long run now, but there seems to be no likelihood of their falling from favor for some time.

Plain velvets, velveteens and metallic velvets are all among the best things for Fall. All the popular colors of the darker class are shown in velvets and velveteens, and are being well received. In the metallic velvets, blacks and blues alone are shown in variety. The demand for these has steadily increased, and there is little doubt but that they will fulfill all expectations. The designs are all small spots or figures, worked into scroll, floral or striped patterns, and when made up produce a handsome dress. A certain quantity of these metallic velvets should be included in all well-assorted stocks for the coming season's trade.

Something of a new departure for Fall are the tartan plaids and black and white checks shown. Both these styles have recently appeared on this market, one doubtless being brought out by the other. The plaids, of which there is every variety, from the deep green effects to those in the brightest red and yellow, are to be worn either in skirts or whole dresses. They have been well received in New York and other American centres, and are expected to take with the best of trade here. Black and white checks in silk goods make up into attractive waists. The checks range from the smallest to some of fairly large proportions.

Irish friezes are among the heavier Fall cloths which are selling well. Zibelines are also good, whether in the long-haired, or roughest cloths, to those with the smoother surfaces. Cashmeres are in fair demand, as are ladies' cloth, venetians and cheviots. Broadcloths are selling well, as usual, black being still the leading color.

The general demand shows a strong feeling for browns in all varieties of materials for Fall. We have referred to this before in these columns. Some doubt was expressed by several good authorities whether this color would meet with the popularity that was expected of it, but the general opinion now seems to be that brown will be a very prominent shade in dress goods for Fall and Winter. It is now a long time since brown has been a fashionable color, and, as one of our wholesalers says, "its turn has come around again." All shades in brown are taken, from the light tabac to deep seal.

In the heavier, tailor-made dresses, it is expected that there will be more blues worn than ordinarily. This is what one would conclude to judge by the buying, at any rate. At the same time, the different shades of grey, which have been so much worn for two or three seasons past, are as prominent as ever, and will be used quite as much.

Fawns, drabs, greys, old rose, reseda, cerise and light and navy blues are all in demand, and none of them should be overlooked in making up the Fall and Winter assortment of dress fabrics. A number of fancy shades are also shown, but the great demand is for the more staple colors.

Green, ranging from the lightest nile shade to deep bottle green, is seen in many of the Fall stuffs, either plain or in combination with other colors. The American trade have been handling a lot of green for some time now, but it has taken somewhat longer than usual for it to gain a strong footing on this market. It has come, however, and will likely be a foremost color before long.

Famous Serges.

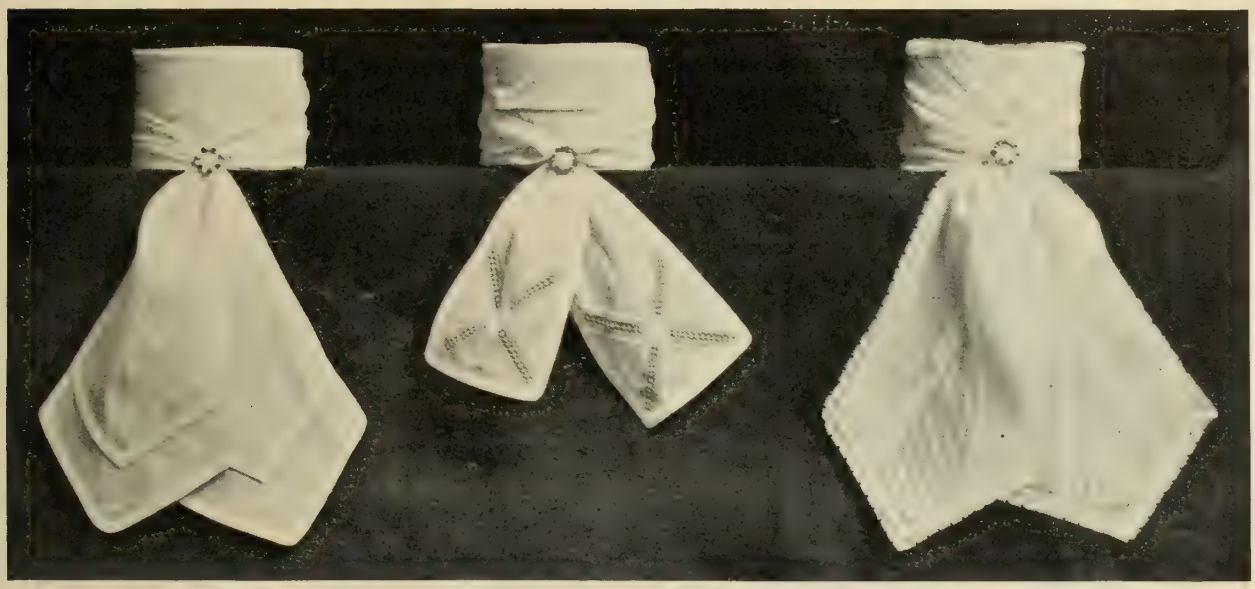
THE "Tyke" and "Blenheim" serges, of which A. McDougall & Co., Montreal, are sole proprietors, are having an immense sale, and the demand increases continually. The excellent value of these goods, which are always up to the same standard, makes friends for them wherever shown. Orders for Fall are coming in in greater numbers than ever. Mr. Holmes, the representative in Nova Scotia, is now leaving Truro to cover that territory.

Some New Lines.

S. Greenshields, Son & Co., in their dress goods department, have been giving special attention to silks, adding several new lines, and providing an assortment for the trade to choose from that will not be excelled in Canada. The range of finette. laines and opera flannels is large and comprises all the latest and most stylish patterns, several having been just received.

Our fingers are on the pulse of the Neck-wear trade.

It will be money in your pockets to get acquainted with our doings in Ladies' popular-priced Neckwear.



No. 373
Assorted Col. Bindings.

No. 375
All White.

No. 374
All White.

These three fine organdie ties (out of a multitude) to sell for 25c. with a good profit.

Plenty of others---can't begin to show them all here. If you say so, will forward samples free of express charges.

F. C. DANIEL & CO.

3 Wellington St. West, - TORONTO.

"Cravenette," the popular rainproof cloth for men's and women's garments, is in good demand in the various shades of browns, olives, etc. The velvets, plain and fancy, and velveteens are also selling well. They have been forced to place and then repeat orders for the metallic velvets, so great was the demand for them. In the heavier goods for Fall they are selling a lot of ladies' cloth, cheviots, Irish friezes and venetians, of which the assortment is complete in all lines.

Diagram of Astride Habit.

THE female soul is constantly agitated by doubts. Propriety of costume ever perplexes the feminine mind. The latest problem is, "Should women ride astride?" Many of the objections to this method of transportation will vanish before the introduction of the pleated habit now advocated and already used.

It is essential that the riding dress should be as comely as possible off the horse. While still practical for riding, it should represent as nearly as possible a skirt in ordinary wear.

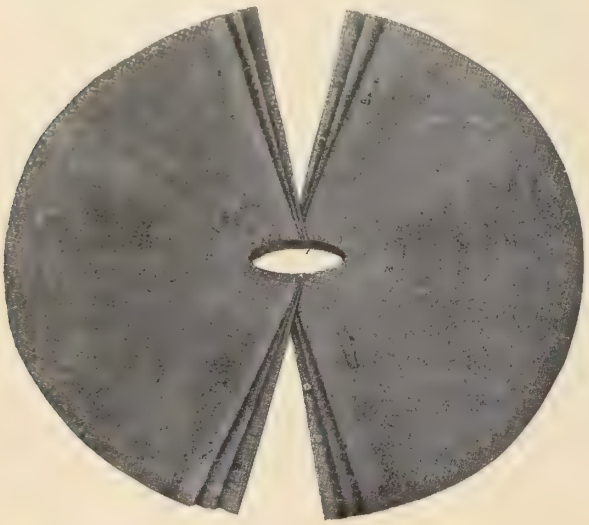


Diagram of the habit advocated and used by Mrs. Alec. Tweedie. Note the pleats back and front, which are buttoned for walking and unbuttoned for riding.

THE DRY GOODS REVIEW is enabled to give a diagram of the habit advocated by Mrs. Alec. Tweedie. There are pleats back and front, which are buttoned for walking and unbuttoned for riding. Closely woven serge, khaki, and whipcord are the best materials for warm countries; they are light but do not tear. The skirt must be narrow and gored for standing. No material beyond that of the ordinary habit is required. If cut six or eight inches off the ground, it does not look outrageously short, and when mounted it will come down well over the instep. A shorter length would be more suitable for riding, but this is the best length for walking. The material can be drawn perfectly tight over the hips. It must, however, be well folded in before and behind, the folds being sewn down six or seven inches below the waist. These folds, for walking, can be buttoned over, when the habit becomes a complete skirt; but just before mounting it is possible to unfasten the buttons, when the skirt will fall on either side of the horse after the rider has mounted.

The habit is kept from blowing about or getting out of place by a couple of elastic straps sewn inside each side piece, through which the legs pass, and its own weight and width of hem are capable of keeping it down even in a strong wind.

When thick melton cloth is substituted for whipcord, and a well-fitting habit bodice for a cotton shirt, a neat bowler or top hat for a Mexican sombrero, this handy ranching turn-out will certainly be a smart, neat riding habit.

Specialties With The Wyld-Darling Co.

WYLD-DARLING CO., Limited, Toronto, have made a special effort this season in their dress goods department. Their stock of materials will be found thoroughly equipped with all the leading lines and colorings in the latest productions. Their lines of black and colored dustproof cheviots are in greater demand than ever. Their range of plain boxcloths, venetians and amazons, are specially good value. They have them to sell at from 50c. to $2 per yard. The chief sellers for Fall are plain goods, in cheviots, venetians, amazons, boxcloths, cashmeres and serges. Satinettes and zibelines are also favorites, chiefly in the better lines, to retail from 75c. to $2 per yard.

Friezes and homespuns are still selling well, and Wyld-Darling Co.'s range surpasses anything heretofore shown by them. Their silk department is active. The values in black satins, peau de soies, taffetas, tomolines, etc., are features for keen buyers, and they report heavy selling in these lines. A large range of venetians is shown in black and colors, and also an attractive range of printed velvets in Dresden and striped effects, which are selling freely for waists. Printed flannels, striped Bedford cords, silk embroidered flannels, striped albatross, are some of the new lines of blousings in stock with this firm, and they report active selling in this class of goods.

W. R. Brock Co'.s Dress Goods Specials.

PLAIN black materials are very much in evidence for the coming Fall, and the demand for them at the present time is very marked, particularly in smooth-faced materials, such as amazons, venetians, satin cloths, box cloths, sedans, etc. W. R. Brock Co., Limited, Toronto, have some special values in stock in these goods, including a line of "jobs," being the season's overmakes of a factory. All of these goods are 54 inches wide and can be retailed at $1 per yard, the regular price being $1.25. In addition to these, another noticeable feature is the popularity of cheviot, zibeline camelhair effects. The Brock Co. have 15 ranges of this class of goods which are of exceptional value, their contracts having been placed before the advance in wool. None of the lines could be replaced at anything like the price which they paid for them. They cover a big area of prices, starting with the lowest quality to retail at 25c. per yard and running up to the very finest make in the market to sell over the counter at $2.25. These lines include, besides blacks, all the newest shades for Fall and Winter wear.

The same firm have a number of homespuns and friezes which they bought under exceptional circumstances, on which they are able to make interesting quotations. For example, No. G 556, 54-inch vicuna frieze, to retail at 65c.; No. HS, 17 48-inch cheviot, homespun, to retail at 25c.; No. Z 307, 54-inch homespun frieze, to retail at 50c.

All-wool colored cashmeres are still being sought after. The Brock Co. have three ranges in special velour finish which they consider unequalled in the trade: No. J A 21, 38-39-inch, to retail at 35c.; No. 500, 38-39-inch (extra fine), to retail at 50c.; No. J A 22, 44-inch (extra wide), to retail at 50c. There are full ranges of shades in all these lines.

The W. R. Brock Co. are strong in blouse materials in various makes. Among them may be mentioned No. J A 16, 27-inch silk embroidered flannels, an extra fine cloth, which is entirely confined to this firm for the Canadian market; No. J 91, 37-38-inch, silk embroidered velour; No. J A 47, 37-38-inch silk embroidered velour; No. J A 48, 37-38-inch silk embroidered velour. These are exceedingly pretty goods, are very fashionable, and are meeting with great success.

In silks for the same purpose the firm have a few numbers of "jobs" which are offering at about 25 per cent. below the regular price, namely, No. 0147, panne satin; No. 0148, printed

The "ANCHOR" Hose Supporter.



JUL 7 1902

The "ANCHOR" is the only Hose Supporter attached to front of corset ***that will not pull out the studs.***

Retails for 25c. up.

If your jobber hasn't them, WRITE US.

We make all the popular styles in both pad and side supporters.

SEE THAT "ANCHOR"!

BOSTON MANUFACTURING CO.

Manufacturers of Hose Supporters,

10 Wellington Street West, - - TORONTO, CANADA.

pongee, (washing goods); No. 0149, (colored) damas; No. 0150, printed Japs, (washing materials). Two lines of colored satins are worthy of special note, namely, No. G K 1 to retail at 50c., and No. G K 2 to retail at 75c. The firm believe these to be the best value in the trade. The Brock Co. are also particularly strong in black satins and black taffetas. Amongst the latter might be mentioned No. 0135, to retail at 50c.; No. 0136, to retail at 75c. They are still able to offer their "Diamond Jubilee" black peau de soie, manufactured by C. J. Bonnet & Co., at the old price. Particular attention is also drawn to No. 0133, made by the same concern, which can be retailed at $1 per yard, and is very much under value.

A New and Enterprising Firm.

THE New York Skirt Manufacturing Co. is the name of a new firm which recently commenced business in Montreal, and which promises to become an important factor in the garment-making industry. They are the only firm making a specialty of skirts, and the designs are of the finest, the prices of the dress skirts ranging from $2.75 up to $6.50. A special frieze walking skirt is made at $1.70 up to $3.50. These have all the latest trimmings, the American styles being followed closely. The designer is Mr. Louis Berger, a member of the firm, who has had a wide experience with leading concerns in Paris, London and New York. To their lines of skirts they have added some handsome fur-lined and unlined capes, ranging in price from $14 up for the former, and from $2.75 up for the latter. Although the company has started so recently, they have been able to secure a good number of orders for their Fall and Winter styles, and they are now busy working on these. Much good taste is shown in the designs of these garments, and the fit is perfect. Trial orders sent in will be filled in a manner sure to please all customers. The accompanying cut is of one of the ladies' dress skirts, lined with percaline, and trimmed with straps, in satin, silk or moire, in all staple shades. The price of this skirt is $5.25.



Ladies' Dress Skirt, lined with Percaline, trimmed with Straps, Satin, Silk or Moire, in all Staple Shades, $5.25.

Large Stock of Silks, Velvets and Ribbons.

DEBENHAM, CALDECOTT & CO. meet a want in the trade by carrying at York street, Toronto, a large stock of silks, velvets and ribbons. Nothing evidences the demand for better goods more than the large trade done by this firm in all qualities of silks, velvets and ribbons.

Seasonable Lines of Dress Goods.

IN the silk line, John Macdonald & Co. report stocks complete, showing a range of Bonnet's celebrated makes in black silks, black peau de soies, at 75c., 90c. and $1; black taffetas at 60c., 75c. and $1; stamped with Bonnet's guarantee on the edge. They are showing a complete range of colors in the line of tamoline silks. They have just opened a shipment of the well-known guaranteed black taffetas. For midsummer trade and hot weather they are well equipped with a large number of Victoria lawns, including the well-known 45 in. lines, numbers BB and CC. Also they have India linens, organdies, Swiss mulls, Swiss spots, check muslins. In dress goods lines they are showing for midsummer trade a splendid range of black silk grenadines, at all prices, a complete range of lustres, in colors, creams, cardinals, browns, old rose, Black lustres and cream serges are shown, with a complete range of prices.

In the ready-made department there is a suitable line of ready-made skirts, navy and black lustres, black and navy serges and plain cloth; in blouses, a job line with good range of colors to retail at 40c.

Mercerised Sateen Underskirts.

MANY new and unique designs have been introduced into the mercerised sateen underskirts and whitewear to be shown this season. Kyle, Cheesbrough & Co. are showing a large line of these goods, and among them are some very pretty and pronounced novelties.

Plain and D'Esprit Nets.

NETS for street and evening dresses will be much worn, and very handsome garments are shown in Paris made of a combination of net as the groundwork, with applique as a trimming. Kyle, Cheesbrough & Co. offer a large variety of these, both in the plain and D'Esprit nets.

Goods for the Autumn.

KYLE, CHEESBROUGH & CO. having met with such unqualified success last season have again exhibited their enterprise and confidence in the taste of Canadians for high-class and elegant dress by introducing for the coming Autumn season the largest assortment of collars, berthas, yokes, fronts and waist trimmings, both in made-up articles and unmade materials, that has perhaps ever been seen in any one set of samples outside of Paris and London.

Blouse Cloths for the Fall.

One of the features of The Brock Co.'s, Montreal, attractive dress goods department is the large stock of blouse cloths just received for Fall. It comprises fancy French all-wool flannels, bedfordettes and Siberian zibelines, all in patterns confined to the company.

Repeats for Fancy Flannels.

The Gault Bros. Co. have experienced an immense demand for their range of fancy flannels, necessitating their sending in handsome repeats. In their Fall dress goods there is an unusually large range of velvets and velveteens which have been much admired by the trade wherever shown. A specialty has been made of black dress goods, and full ranges of black eoliennes, crepe de chine, zibelines, granites, fedoras, etc., etc., are being shown to the trade. In costume cloths there is an excellent assortment of both plain and fancy goods, including meltons, beaverettes, poplins, serges and many others. In silks and satins the stock has been well chosen, and will suit the Canadian trade perfectly.

THE "CAPSHEAF" SAFETY PIN.

The "Capsheaf" is guaranteed superior to any other. It is the only safety pin that cannot catch in the fabric. It is made without a coil. It lies flat. The shield is made extra long, so that when the pin becomes bent with use it will not pull out. It is the most widely advertised. The "Capsheaf" is highly endorsed by trained nurses and surgeons, and is extensively used in hospitals. Made in all sizes, in black or white, to retail at a popular price. Send for free samples to Phillips & Wrinch, Toronto. Sole selling agents for Canada.

Laces and Trimmings.

IF ANYONE was of the opinion that the craze for laces and lace trimmings would end with the Summer season, a sight of the trimmings and dress novelties shown for Fall must have quickly dispelled the notion. Laces are apparently to be very much worn during the coming Fall and Winter, and it is "up to" the retailer to make his assortment of as attractive patterns as he can choose, for the variety is very great, and there is sure to be much keen competition in the selling of them.

Wide lace collars are prominent, and will be used much. Besides the white and black collars, which, of course, are in the usual numbers, the leading shade is again the popular linen color, or, as it is called when applied to lace, the Paris shade. There is a great variety of design for the coming cold seasons, which means that much will depend upon the individual taste of the dealer as to whether his sales be great or small. Escurials, Chantillys, real Arabs, Valenciennes, Irish point, duchess, and many other laces are used. In many of the designs steel and black beads and sequins are used with splendid effect. With a ground of white taffeta, real Arab lace embroidery is frequently seen, and the result is a very artistic collar.

The berthas are shown in practically the same designs. Steel sequins form a great part of their designs. Many black lace berthas are appliqued with black sequins. These are of the cheaper class.

Lace Russian jackets, boleros, etons, etc., are in great variety. The patterns in all cases are of the most elaborate, and include many artistic floral designs in sequins and beads.

Taffeta silk, usually in white, is largely used in these jackets, combined with lace.

In the galoon trimmings the variety shown is very great, as this class of trimming is to be much worn during the Fall and Winter seasons in evening dresses. Among the prettiest of these object trimmings are those with colored stones, in imitation of rubies, emeralds, etc. They are worked into the designs, along with sequins and beads, in black, steel or transparent, and can be used either as separate or continuous trimmings.

The prevailing color in the new veilings is green, of a bright shade, used either alone or in combinations, sometimes as many as two or three colors being worn on one hat. Among the combinations which Canadian buyers in New York noticed to be the most prominent were green and brown, green and blue, and green and cerise. Large spots are the fashionable pattern in veils.

Ribbons, whether used as dress trimmings or not, will certainly be much worn during the coming season. A lot of neck ribbons have been bought, moire, soft taffeta and satin duchess being the most favored.

The popular black velvet and satin ribbons continue to sell in large quantities, and it is expected that even an increased demand will be experienced for them during the coming season. With a cheaper class of trade the same feeling for black velvet ribbons is shown, the difference being that a poorer grade of goods is taken. Cotton backs are also going very well.

Moire taffeta ribbons are among the best selling lines, the greater widths being preferred. All light colors go well, pink, cream, light blue, white, etc.

The narrowest velvet ribbons are now in demand for summer wear, for making up into bows or knots. With the millinery trade these ribbons are also a prominent feature.

Silk and satin strappings are much in demand, and will be worn in a great many different patterns, among the straight, waved and scroll designs. Lisse trimmings are also shown in many designs, and lisse and Persian trimmings, in combination, will be used considerably.

DRESS NETS THE CRAZE.

Brophy, Cains & Co. have received an assortment of dress nets that should awaken the attention of every dealer in dry goods. Dress nets are the craze of the hour in the fashionable world, and no up-to-date drygoodsman can afford to do without an assortment of them. These just received include Brussels nets, point d'esprit nets and fish nets. They are in black, white, cream, and colors. and are very handsome.

ALL-OVER SILKS, BLACK AND WHITE.

Among the new goods just received by Brophy, Cains & Co., which should be looked after by the retail trade are some all-over silks, black and white, in straight and waved hemstitchings and tuckings, as well as tucked with lace and lisse insertions. There is also an attractive line of cream tucked and hemstitched all-over silks with Persian insertions. These are the latest novelties and are exclusive with this house.

BLACK AND WHITE STRAPPINGS.

Brophy, Cains & Co. are fortunate in their assortment of trimmings. They are just in receipt of the latest novelties in black and white strappings in silk and satin, which are among the articles that every up-to date drygoodsman must have. These are in waved, scroll and straight designs, and are entirely new, as well as very attractive. Other trimmings just received from abroad include lisse and combinations of lisse and Persians, in a variety of original designs, which will be well received by the trade. Gimps, bead and sequin trimmings, which are seen so much in the Fall and Winter designs and which will be required by all dealers, are just to hand. They are being offered at prices that command attention.

NOVELTIES IN LACE GOODS.

Kyle, Cheesbrough & Co. are offering to the Canadian trade this year novelties in lace collars, boleros, etons, berthas, etc., which cannot be excelled, if, indeed, they can be equalled, by any other firm in the Dominion. Mr. Kyle has recently returned from Paris, where he selected the goods himself; and, truly, they are beautiful, comprising a range of novelties from the cheapest to the most expensive. Lace collars are shown in the Paris, or linen color, white and black. In many, real Arab lace is used; in others, escurials, and some handsome effects are produced with taffeta and lace. Russian jackets, etons and boleros are shown in immense variety. The patterns are exceedingly beautiful. The popular bell sleeve is found in most of them. Among the most striking are some in silk and linen batiste, embroidered with applique of steel beads and black sequins, or with beads and steel sequins. Another in Chantilly all-over is appliqued in taffeta silk. The berthas and collars, with steel sequins appliqued on Chantilly lace and in many other designs, run as high as $6 each, while others are quite cheap. Galoon trimmings are prominent, and will be much worn during the coming Fall and Winter. Sequin designs in square or round objects, transparent sequins, appliques of beads in black, steel or colors; stones, in imitation of rubies, turquoises, emeralds, etc., and many other designs make up a range of lace novelties which will well sustain the already great reputation this house has earned in this line.

THE TRADE IN FINE LACES.

It is a fact that the Canadian dry goods trade is continually increasing business in the finer and more expensive lines of goods. This we have referred to before; but one feature in the coming Fall trade brings the fact before us forcibly. That is the quality of laces shown in collars, jackets, berthas and trimmings. More than one wholesale house is showing a range of such goods at prices which a few years ago would have been practically prohibitive to the average dry goods merchant; but orders have come in for them very satisfactorily this

season for Fall trade, from the smaller dealers as well as from the big establishments in the cities, who have all along bought them.

Some of the lace collars shown run as high as $8 apiece, wholesale. Few out-of-town retailers buy any large quantity of such goods, but many who have heretofore confined their purchases to the more moderate-priced articles are this year taking a small number of the expensive lace garments. This speaks well for the enterprise of the average drygoodsman; and there is little doubt, considering the great popularity of laces this season, and for the coming Fall and Winter, but that those who have invested in the finest goods will be able to dispose of them at a remunerative price. It is to be feared, however, that some merchants will consent to take a very small profit, even before trying to gain a large one, rather than have the goods left on their hands.

A buyer for one of our large wholesale houses, in speaking of the lace trade to a representative of this paper, said: "We have been noticing in this department for some time a disposition on the part of the retail trade in the smaller places to follow the lead of the large houses in the cities, in the matter of buying fine goods. I think, myself, that many merchants often lose the cream of their trade by sticking to the medium-priced goods, instead of trying to offer each season something in a more expensive line to their best customers. At first it might not be an unqualified success; but when customers, after two or three visits to the large city stores, find these same articles cost just as much there, they will be more willing to buy from the home dealer, and the nucleus of a business in the higher class and greater profit-paying goods is formed.

"Here is a collar," he continued, picking up one in white and Paris color, composed wholly of lace, "which we sell for $6 each, or $60 a dozen. Now, I know some dealers in small places who have bought three or four of these, and they are selling them at $8. In the towns where they live there is likely the usual number of that kind of customer who goes to the city when she wants something a little more expensive than usual. She intends to get it cheaper than at home. She may save a dollar at one or two stores, but in most of them she pays more and doesn't know it. The reason is that the big city merchant, unless he is one whose trade has been made by cutting prices, does a big trade in these goods, and he can charge a higher price for them and still keep his customers, who will go there to get the finest goods whether they have to pay more or not. Now, there are several large stores in this city who bought these same collars by the dozen. They cost them $5 each and they sell them for $10. The woman who comes to the city for these collars pays, in most cases, a good deal more for them, just because she doesn't know that the merchant at home would be content to take a smaller profit. But two or three comparisons would open her eyes. The difficulty, however, is to get merchants out of town to push these goods and convince customers that they are the same as city stores are selling at higher prices. But, as I told you before, the trade in the smaller places appears to be awakening to this idea, and it will be a good thing for them in a short time."

THEIR BEST LACE SEASON.

S. Greenshields, Son & Co. say that this has been the best lace season they have ever had, which is due, no doubt, to the magnificent range of goods kept. They are finding a very good demand for embroideries for this time of the year. In the stock is a new line of lawn embroideries and insertions, which are being picked up quickly, as they seem to be scarce. There has just been passed into stock some 72-inch real French organdie muslins from 17½c. up to 60c. per yard, which are of extra good value. Black dress nets, in cotton and silks, which are to be in demand soon, are also shown. A feature of this department is the splendid range of lace collars, which are among the finest goods shown on the market. They are in the new Paris shade, and run from $2.25 up to $60 per dozen. These are rare goods in the trade. Large shipments of laces have also been received, including Valenciennes, torchons and fancy cotton laces and insertions, in white and Paris color.

GUIPURE LACE INSERTION.

The W. R Brock Co., Montreal, have just received a large and varied assortment of plain guipure lace insertion, and as these goods are scarce merchants will do well to order early. All the other lines of laces, we are advised, are continually kept in stock.

SWISS EMBROIDERIES IN CARTONS.

The W. R. Brock Co., Montreal, call the attention of merchants to their large range of Swiss embroideries, and especially to the carton lot, which is now so well known. No. 500, which contains 50 pieces assorted widths and qualities of 4½ yards each and 225 yards to the box, at 5c. per yard. This is a great line, and no merchant should be without it. Write the firm for one carton.

LISSE TRIMMINGS.

For indoor wear nothing is handsomer than lisse-trimmed blouses and dresses. Brophy, Cains & Co. are showing a handsome trimming in these goods in black, black and white, and white, and also some all-over blousing silks in black and white, with lisse embroidered insertion, which are controlled by themselves.

LACE WINDSOR TIES.

Lace Windsor ties are having a big run in England; in fact, it is almost impossible to get the goods at present. Brophy, Cains & Co. report that they have secured several lines to retail at from 25c. to $1.50, which they expect to run out quickly.

FALL LINES FROM EUROPE.

For the Fall trade the W. R. Brock Co., Toronto, will be showing a fine selection of lace collars and laces in all the new patterns and designs, personally selected from the latest productions of the Nottingham and German factories.

AGAIN COMING INTO VOGUE FOR TRIMMING.

The button which has so long been comparatively little used as an article of trimming is again rapidly coming to the front, and is certain to be much in vogue in Paris and London, and will be used in small, medium and large sizes. Some chased and beautiful designs are being shown, and one of the choicest displays of these is made by Kyle, Cheesbrough & Co. of Montreal.

NEW DESIGNS IN SWISS EMBROIDERED GOODS.

In Swiss embroidered goods many new and pretty designs are being shown in five-o'clock teas, bed spreads, table covers, pillow shams, etc. These are also made in renaissance, of which some beautiful and delicate doylies, centre-pieces, etc., have been made. One of the best displays in these goods is made by Kyle, Cheesbrough & Co., Montreal.

THE "QUEEN" BELT.

As we go to press, one of the neatest things we have ever seen in belt buckles has appeared. It is called the "Queen," and it possesses many advantages over any other buckle now on the market. It is stylish and extremely neat, and can be had to retail for 25c. It is made in all colors. Belts with the "Queen" buckle can be had to retail from 50c. and up. Send for samples to Phillips & Wrinch, Toronto, who control this line for Canada.

RINGWOOD GLOVES.

In "Ringwood" gloves, Brophy, Cains & Co. are showing a handsome range of misses' and ladies' goods in black, white, solid and fancy colors, as well as boys' and men's in blacks, browns and fancies.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - **UNEQUALLED IN QUALITY AND PRICE.**

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BOOTS and SHOES

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FURS AND SKINS

Unusually large assortment.
Highest prices paid for raw furs.

Gloves Mitts

A Specialty

Our Traveller will call on you shortly.

J. Arthur Paquet,

QUEBEC.



WHOLESALERS are very optimistic. Good times mean money. Furs soon feel the boom. With a good stock a rushing Fall and Winter trade will be done. The wholesale dealers are confident that with their splendid line of samples they have on hand business will be brisk. Large orders for high-class furs are fully expected. Ontario, Manitoba and the Northwest are bright and promising, but as yet British Columbia is dull.

Fall Trade and Fall Styles in Furs.

With the retailers trade is even better than it was a year ago. The tourist trade with the dealers in high-class goods gives the first indication of trade and rush on fashions.

Among the popular lines will be Persian lamb with trimmings of mink, chinchilla or ermine. Especially in small articles and for trimmings ermine is in great demand. The State robes for Coronation give the cue for this popularity of ermine. The good times have given a boom to higher trade, such as Russian sable. A prominent retailer reports good sales of these expensive garments, selling often to wealthy tourists from Philadelphia and other large centres of the United States.

Sealskins will hold their own. Among the popular lines are stone marten, Hudson Bay sable, Baum marten and Alaska seal. The baby lamb or moire Persian, though very expensive, and not so serviceable, is holding its own.

The jackets this season will be extreme—very short, or very long; the medium length will be neglected. A noticeable feature will be rich linings, brocaded silks and satins. An increasing attention is being paid to the finish of garments.

In muffs large sizes will again be popular; the shape will be round, with a few barrel shapes. Caperines, boas and ruffs, and all pieces for neckwear will be unusually long, dropping as low as to the bottom of the skirt.

The finer class of astrachans will be popular. The Northwest Coast furs make up well. Canada can have these to the disadvantage of the United States. Popular lengths in jackets will be 24", 27" and 30". There will be on the market a great many fur-lined capes with fancy matalasse coverings.

The demand for gauntlets is fair, but the trade in caps is not increasing.

Lobo Island fur has a tendency to present a greasy and singed appearance after wear, and is not suitable to good trade. Chinchilla is too tender to be serviceable, but makes a good trimming.

In January last a new wholesale firm of hatters and furriers began business in Montreal under the style of S. T. Greenleese & Sons, the members of which are Mr. S. T. Greenleese, who was formerly president of The Redmond, Greenleese Co., Limited, and his two sons. The business is carried on at 8 St. Helen street, and since its commencement the success with which the goods have met has been highly satisfactory and encouraging. The fur garments turned out have been acknowledged by the trade to be the best, both as to manufacture and quality of the goods. All sorts of men's and women's fur coats and other garments are made in grades from medium up to the highest class goods. Cloth caps of many sorts are also a prominent feature of the business. The company have started in to cover the ground from the Rockies to Eastern Quebec, and to judge by its present rapid strides this big undertaking will be well accomplished before many months. The premises on St. Helen street are being thoroughly refitted, and between now and the opening of the retail Fall trade everything about the building will be completely renovated, and the firm will be ready to fill all the sorting and repeat orders they receive.

Refitting for the Fall Trade.

In view of a recent function held in Rome of the presentation of what is called the Red Hat to several of the cardinals, a reference to the origin of the hat may interest the trade. The Red Hat was first presented to these princes of the Roman Catholic Church by Pope Innocent IV. in 1243 or 1245. It denoted their willingness to shed their blood, if necessary, in the defence of the Church, and the red color was chosen as a reminder of their willingness.

Origin of the Cardinal's Hat.

The William Wyndham Co., Limited, 27 and 29 South John street, Hamilton, is a new company just organized for a wholesale trade in the importing and manufacture of furs, and in the handling of gloves, hats and caps. The principal directors are men whose experience in the trade and extensive knowledge of the business in every detail warrant them every prospect of success. They are: William Wyndham, formerly of J. F. Glassco & Co.; Jesse Applegath, hatter, of Toronto, and S. L. Squire, who has conducted for several years a successful general business at Waterford.

A New Firm.

The town of Monza, in Italy, is remarkable for its manufacture of hats and caps. This town is situated about 10 miles from Milan. It is the first stopping place for the fast service of the St. Gothard Railroad, and is connected with Milan by three steam and two electric tram lines. Statistics show that in the year 1818 the town possessed 37 hat factories, which gave employment to 286 workmen. In 1850 the number of factories had only increased to 40 and the hands engaged to about 300. In recent years, however, the most important firms have introduced machinery into their establishments, which has not only resulted in greater precision and finer finish, but has notably increased the output. The cost of production has also been considerably diminished, due in a great measure to the utilization of waste wool. This waste wool is imported from France—from such centres as Tourcoing, Roubaix, and Fourmiens — and finds a good market in Italy.

Hat Industry in Italy.

Monza produces very few silk hats, these being made in small quantities by hand at Milan and Alessandria. The goods are manufactured almost exclusively of fur or wool. Information is not at hand as to the precise number of hats and caps turned out annually, but the half-dozen better equipped establishments are probably capable of producing from 60,000 to 70,000 a day. These concerns use the most improved machinery and employ about 4,000 hands.

Monza is not only successfully competing in the hat industry with the rest of Italy, but has become a formidable rival to similar manufacturing centres throughout Europe. Her products are exported to Central and South America and to some European markets, principally Roumania and the Balkans, where woollen hats are in demand.

Heretofore, efforts made to increase the export trade have only been moderately successful, the lack of adequate machinery and the necessity of purchasing raw material from England and France having proved serious obstacles in the competition for foreign markets. The machinery working in the four largest factories now has a collective force of 2,500

Alvinston Woolen Mills

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WOOLEN AND UNION BLANKETS.

We use Canadian Wool only—the best in the world for blankets. WRITE FOR QUOTATIONS.

I MAKE HAND-MADE WOOL MITTS.



They are different from the ordinary country mitts, because they have **uniformity and style.**

They have no **sewn seams,** because they are **Hand Made.** My popular lines retail at 25 and 35c. for Men's, and 20 and 25c. for Boys' sizes.

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Be sure you ask for **PAGE'S.**

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RUG FRINGES

We manufacture Rug Fringes of pure wool and worsted yarns, well cleaned, and dyed in bright colors. Our prices are right. Write for samples.

A. R. Burrows & Co.

GUELPH, ONT.

Stratford Woolen Mills

For Medium and Coarse Frieze
For Medium and Coarse Tweeds

We are right to the front.

We make a line of **Double and Twist Tweeds** which resemble Scotch makes very closely and give great wear, and are profitable goods for the dealer and satisfactory to the wearer.

Dufton & Sons.

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UNTEARABLE TWEED

ASK YOUR TRAVELLER FOR IT AND HAVE NO OTHER

WM. M. ANGUS & CO., agents for Toronto; and **A. A. MacDOUGALL & CO.**, agents for Montreal and the Lower Provinces.

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All-Ways Ready

Shirt and . . Waist Holder

Holds the skirt up.
Holds the waist down.
Makes the waist line smaller.
Is always ready for use.

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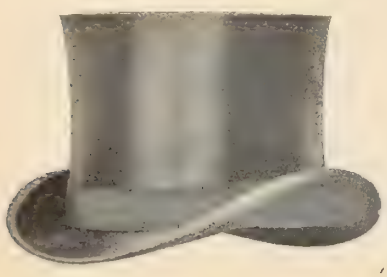
TORONTO.

steam and electric horse-power, but cheaper raw material is yet to be secured.

In Italy the hat industry in general is in a prosperous state, imports being limited to the higher-priced articles, which are supplied by the following countries: Austria, France, Germany and Great Britain.

Color of Fall Hats. The question of color of Fall hats is a puzzling one. One large dealer, as seen in this issue, asserts that brown will be the color most in favor. Another dealer, backing up his statements with some New York quotations, maintains that, while an effort has been made to force browns, black will be the most popular color. When hatters disagree, which will the people wear?

The Fashionable Silk Hat. In the Spring the young man's fancy lightly turns to thoughts of love. In June the more serious and important aspect culminates in happy weddings. Hymen has been unusually active this last month. Matrimony means silk hats. When a man buys a silk hat he wants the latest, most up-to-date article on the hat-rack. A specimen of the most modern thing in black silk hats, the kind that is attracting the buying public the most in New York at present, DRY GOODS REVIEW is reproducing from a cut loaned by Jesse Applegath, Toronto.



Fashionable Straws. The fashionable thing in straws is the fine split straw, sailor shape. This, of course, does not preclude the tremendous popularity of anything in the Panama shape, in straws, manilas, imitation Panama and the real Panama. The tendency for Fall shapes is to have large brims. One prominent dealer reports as large a sale of straws as up to date last year. It is felt that rough braids have had their day.

Skins for Next Season. DRY GOODS REVIEW found the W. & D. Dineen Co., Limited, just in the act of opening skins for next season's trade. A large shipment from their representative in Leipsig consisted of Russian sable, Persian lamb, grey lamb and stone marten. They have just received a consignment of new seals from London. The prices will be higher than last year, but the average of quality will also be much better.

Fall Import Trade. Wholesalers report that the import trade in hats this Fall, owing to the frequency of changes of style, will be small. Wholesalers seem afraid this early to place orders. Buyers, however, have gone to Europe already.

The Retail Hat Trade. W. & D. Dineen Co , Limited, report trade in Panama hats extraordinarily large. The cold weather seems to have no influence on this class. As a consequence, to a great extent, the Panama replaced the straw, men seeming indifferent about the weather they bought them in. The ordinary sellers ranged from $5 to $25, with the popular price of $15. Occasional sales are made for $50. The trade in felt hats is unusually brisk this season owing to the cold weather. Pearl Alpines and fedoras were strong. A warm spell is looked for to decrease stock of straws. The sale of silk hats has been unusually large owing to the number of marriages. The most puzzling feature in the trade is the color to be worn. Everything points to the fact that brown will again prevail.

A Variety of Styles in Hats and Caps. A line of men's caps shown in Rathbone & McNeil's should be inspected by all in the trade. Several Richmond caps in heavy beaver are shown in a variety of styles. No. 2255 has a stitched sliding band with skip, and sells at $4.50 per dozen; No. 2381, the same with fancy front and silk trimmed band sells at $6.50 per dozen. A splendid cap for cold weather is the flannel-lined Richmond in navy blue beaver, No. 2256, which sells at $6 per dozen. No. 2240 has a larger crown, plain slide band, narrow at the front; and No. 2268, the same style with band trimmed with silk, is the leader. The price is $4.50. Several jockey-shaped caps, with extra large peaks, are shown, ranging from $4.15 to $9. These have tied tops and slide hands, and are good sellers. In their checked caps, Baden-Powell and Raglan, they have had a great demand, and orders for Fall are coming in rapidly. The prices of these range from $2.25 to $4.50.

Hat Trade Notes. Strachan Bros. report an extra good trade. With travellers out, large orders are coming in. Canada is being fully covered by the representatives of this firm. In ladies' hats, it is found that anything in rough felts, mohair and canvas hair, find favor. In fact, it seems that anything in hats, to find favor, must have whiskers.

Smooth felt hats find favor for August and September wear. Walking hats with smooth soft felt and wide brims are popular.

The new warehouse of James Coristine & Co., Limited, is rapidly approaching completion, and in our next issue we will be able to present our readers with an illustration and description of this mammoth building.

RAPID EXPANSION.

Anyone glancing through this issue of THE DRY GOODS REVIEW must have noticed the picture of Phillips & Wrinch's warehouse at 8 Wellington St. west, Toronto, which accompanies that firm's advertisement.

Some surprise will naturally be expressed that a firm which makes a specialty of smallwares and novelties should require such extensive premises in which to carry on their business. However, Mr. Phillips soon set THE REVIEW's reporter at rest on that subject when he outlined how within a few years the rapid growth of the business had necessitated frequent moves to larger and larger quarters to accommodate the demands of the trade.

Beginning operations at 4 Wellington St. west in July, 1894, barely a year passed before a move had to be made to a more commodious stand at 5 Wellington St. east. Here Phillips & Wrinch remained three years until they were forced to transfer their business to the large warehouse at 5 Wellington St. west. This in turn proved too small and in May last the present premises were occupied.

The building measures 100 feet by 38 feet and its four floors and basements are all utilized. It is the largest business of its kind in Canada, and probably exceeds in magnitude any two of its rivals put together. It speaks well for the energy and business ability of its managers that within so short a time his firm should have gained such a footing on the market.

SELLING FLEECED UNDERWEAR AT OLD PRICES.

Although the mills have advanced the price of low fleeced underwear twenty-five cents per dozen, Brophy, Cains & Co. are still selling the goods at the old prices in all the best mills' makes, having well covered themselves before the rise.

Nouveaute

Fall Trimmings

Fancy GIMPS and BRAIDS.

Cords and Ornaments.

Barrel Buttons.

Tassels and Fringes.

All Manufactured by . . .

Moulton & Co.

12 St. Peter Street and 9 Normand Street,
MONTREAL.

Everything in Parasols and Umbrellas

Now that our Spring orders are complete, we are in a position to fill all sorting orders with accuracy and despatch.

The Irving Umbrella Company, Limited

20 Front Street West, Toronto.



"SKI." No. 807.

Two of Our . . Leading Hats

"SAN TOY" is shown in all colors of Camels Hair Felt. "SKI" is a Plain Felt, made in all colors.

A full range of Ready-to-wear Hats at popular prices.

Letter Orders solicited and promptly attended to.

RATHBONE, McNEIL & CO.

185 St. James Street. MONTREAL.



"SAN TOY." No. 813.

JUL 16 1902 RETURNED



B. of L. E., Adopted May, 1902.

To Interest Railroad Men

buy **ENGINEERS' GLOVES** with Double Reinforced Thumb, assures absolute proof against ripping and makes it **THE VERY BEST GLOVE** on the market for railroad men.

YELLOW HORSEHIDE, FULLY GUARANTEED

Costs $1.00 and $1.25, but worth more.

Highest Price Paid for Raw Buck and Sheep Skins.

Real Mocha,
Brown Buck,
Suede,
Flesher,
Kid
Gloves and Mitts.
Pullovers in Buck, Horse, Asbestos, Sheep, Etc.



W. J. CHAPMAN, Tanner and Glove Mfr., Wingham, Ont.

JUL 18 1902 Returned

BANK OF MONTREAL

ANNUAL GENERAL MEETING.

THE eighty-fourth annual meeting of the shareholders of the Bank of Montreal was held in the Board Room of the institution at 1 o'clock on June 2nd. There were present: Hon. George A. Drummond, Sir William C. Macdonald, Messrs. R. B Angus, A. F. Gault, E. B Greenshields, Alex. T. Paterson, R. G. Reid, James Ross, Hon. James O'Brien, G. F. C. Smith, Donald Macmaster, K.C., F. E. Meredith, K.C., H. Dobell, George R. Hooper, Henry Spragge, Thomas Irving, B. A. Boas, George Filer, C. M. Holt, C. J. Fleet, G. A. Greene, M. S. Lonergan, A. E. Ogilvie, Bartlett McLennan, M. S. Foley, A. T. Taylor, W. R. Miller, J. B. Learmont, W. J. Morrice, Alex. McArthur, Huntley Drummond, W. H. Evans and John Morrison.

On the motion of Mr. John Morrison, Hon. George A. Drummond, Vice-President, was unanimously voted to the chair, in the absence of the president, the Rt. Hon. Lord Strathcona and Mount Royal.

On the motion of Mr. B. A. Boas, Seconded by Mr. H. Dobell, it was agreed: "That the following gentlemen be appointed to act as scrutineers: Messrs. G. F. C. Smith and F. E. Meredith, K.C., and that Mr. James Aird be the secretary of the meeting."

DIRECTORS' REPORT.

The report of the Directors to the Shareholders at their 48th annual meeting was then read by Mr. E. S. Clouston, General Manager, as follows:

The Directors have pleasure in presenting the 84th annual report, showing the result of the Bank's business of the year ended 30th April, 1902.

Balance of Profit & Loss Account, 30th April, 1901		$ 764,703 19
Profits for the year ended 30th April, 1902, after deducting charges of management, and making full provision for all bad and doubtful debts		1,601,152 90
		$2,365,856 09
Dividend 5 p. c. paid 1st December, 1901	$600,000	
Dividend 5 p. c. payable 2nd June, 1902	600,000	
		1,200,000 00
Amount credited to Rest Account		1,000,000 00
Balance of Profit & Loss Carried forward		$ 165,856 09

Since the last annual meeting a branch of the Bank has been opened at Glace Bay, N.S., and suitable premises for its occupation are now being erected at that point.

The premises which were announced at the last annual meeting as in course of erection at Point St. Charles, are now completed, and occupied by the Bank.

The Head Office and all the branches have passed through the usual inspection during the year.

STRATHCONA AND MOUNT ROYAL,
President,

Bank of Montreal, Head Office,
2nd June, 1902.

THE GENERAL MANAGER.

Mr. Clouston then said:

There is nothing of unusual interest calling for comment in the statement we lay before you this year. It shows a steady increase in our business, and a corresponding increase in our profits. The following are the principal changes as compared with last year. Our circulation has increased $525,000, and the deposits $14,139,000, making our total deposits here and in other countries $86,825,633; quite a respectable amount, but still not large as compared to the deposits of banks with smaller capital in Great Britain and the United States. Our readily available assets have increased about $10,000,000, and our loans and discounts $4,360,000. The overdue debts, secured and unsecured, are $77,000 greater, but we believe that we have amply provided for any possible loss. The profits show an increase of $63,630, after paying all charges of management, all additions and repairs to our bank premises, and making provision for bad and doubtful debts. I think you will agree with me that the statement is a fairly satisfactory one.

Nor have I anything of importance to say on matters outside our own statement. Generally speaking, the past year has been a prosperous one for Canada, and so far the hand of the commercial barometer still stands at "fair." The revenues of the country are large; railway earnings are steadily increasing; farmers are prosperous; the outlook for lumber is improving, and the tide of immigration has set in with greater volume, ensuring to Western Canada, and, indeed, to the whole country, more rapid progress in population and material prosperity. The natural resources of the country are being steadily developed. the output of coal is increasing; and it looks as if we were on the eve of important results in the iron and steel industry. There are indications also that the recent consolidation of Atlantic steamship lines by an American syndicate will compel Canada, in self-defence, to take up the

GENERAL STATEMENT, 30TH APRIL, 1902.

LIABILITIES.

Capital Stock		$ 12,000,000 00
Rest	$ 8,000,000 00	
Balance of Profits carried forward	165,856 09	
	$ 8,165,856 09	
Unclaimed dividends	2,670 01	
Half-yearly Dividend, payable 2nd June, 1902	600,000 00	
		8,768,426 10
		$20,768,526 10
Notes of the Bank in circulation	$ 7,007,321 00	
Deposits not bearing interest	22,899,086 32	
Deposits bearing interest	63,926,547 31	
Balance due to other Banks in Canada	69,172 53	
		93,902,127 16
		$114,670,653 26

ASSETS.

Gold and Silver coin current	$ 3,057,465 94	
Government demand notes	4,068,281 00	
Deposit with Dominion Government required by Act of Parliament for security of general bank note circulation	340,000 00	
Due by agencies of this bank and other banks in Great Britain	$ 3,101,578 15	
Due by agencies of this bank and other banks in foreign countries	1,945,483 83	
Call and short Loans in Great Britain and United States	29,220,983 00	
	34,268,044 98	
Dominion and Provincial Government Securities	819,860 36	
Railway and other Bonds, Debentures and Stocks	6,152,393 20	
Notes and cheques of other Banks	1,826,190 58	
		50,532,236 06
Bank Premises at Montreal and Branches		600,000 00
Current Loans and discounts in Canada and elsewhere (rebate interest reserved) and other assets	$63,211,068 94	
Debts secured by mortgage or otherwise	232,471 83	
Overdue debts not specially secured (loss provided for)	94,876 43	
		63,538,417 20
		$114,670,653 26

Bank of Montreal,
Montreal, 30th April, 1902.

E. S. CLOUSTON.
General Manager.

question of a fast Atlantic service, and if we wish to secure immigration, retain the traffic properly belonging to our own ports, and safeguard the interests of our commerce, we must see that the service, both passenger and freight, is second to none in speed and equipment. There have been exceptions, and some industries have not shared in the general prosperity, but these can in most cases be traced to undue competition and bad management. Mining in British Columbia is still highly unsatisfactory, and it may be some time yet before it recovers from the collapse of the last two or three years.

The stock exchanges of Canada have shown an activity unexampled in the history of the country, and though speculation has been rife, there has been a certain foundation for the advance in the quotation of securities, and it is not entirely the wild, reckless state of affairs that foreign cities profess to believe exists here. Still, there is danger of speculation being carried beyond legitimate bounds, and we have probably reached a point where investors and lenders would do well to look more closely into the intrinsic value of the securities they purchase or accept as collaterals.

If there are any questions relative to the business of the bank on which the shareholders wish explanation, I shall be pleased to answer them.

THE CHAIRMAN'S ADDRESS.

Hon. George A. Drummond then said:

Gentlemen,—The statements presented by Mr. Clouston will, no doubt, be received by you with satisfaction, showing as they do the prosperity and progress of the bank.

That it has made substantial progress you may gather from the figures periodically submitted to you.

In 1873, when the capital was raised to its present amount of $12,000,000, and the rest stood at $5,000,000, the assets were about $35,250,000.

In 1880 they were nearly 45 millions ($44,661,681).

In 1890 they were over 46 millions ($46,166,448).

In 1890 there were nearly 79 millions ($78,852,197).

And in the present year over 100 millions ($114,000,000).

The keen competition among banks necessitates a greatly enlarged business to maintain dividends, and the public gets its financial business done much more cheaply now than formerly.

The increase of our rest by one million dollars will, no doubt, commend itself to your judgment as a prudent step, and should enhance the value of our property.

The large addition to our Head Office Building, now in progress, was rendered necessary by the inconvenient overcrowding of our present premises. The addition is on a considerable scale, and will, it is hoped, suffice for the wants of the bank for years to come Large as it is, however, it is not more in advance of our present wants than our present structure was when erected to the conditions then existing.

The beautiful facade of our present building will not be impaired; but the interior will be remodelled to adjust it to the new premises and make it fireproof.

The marked increase in the general banking business of the Dominion is an evidence of the prosperity of the country. Since April, 1897, the total assets of all the banks have increased from $243,400,000 to $448,300,000; the deposits alone have risen from $196,700,000 in the former year to $339,000,000, and the note circulation from $30,800,000 to $50,700,000.

The Bank of Montreal has fully shared in the great improvement in business above noted, the general increase in the public deposits in the last five years being equal to 72½ per cent., and that of our bank alone considerably exceeds 100 per cent.

The conservative course of your directors in continuing to strengthen the resources of the bank will, I am sure, meet with your approval, for while the general prosperity of the country shows no sign of abatement, it seems an undeniable proposition to say that bad times may be expected sooner or later.

In commercial matters generally nothing is so striking as the growth of the foreign commerce of the Dominion. In the first nine months of the current fiscal year, that is to March 31st, the aggregate foreign trade has reached $302,500,000, as compared with $282,300,000 in the corresponding period of the preceding year, while only five years ago our foreign commerce for the entire period of twelve months barely reached $249,000,000, a figure which in the fiscal year ending this month will probably be exceeded by more than 50 per cent. This expansion covers both exports and imports.

The most gratifying feature of the trade returns is the increased sales abroad of Canadian products, which from 1st July to 1st April amounted in value to $144,547,000, and for the full period of twelve months will probably exceed $190,000,000; whereas six years ago the value of our shipments was only $110,000,000.

Products of the soil still constitute much the largest portion of this trade, but it is satisfactory to note that in manufactures the increase is about 30 per cent., or as $12,800,000 to $9,800,000; and I need scarcely refer to the enormous activity in the production of iron, steel, nickel, etc., to say nothing of the extraction of the precious metals, which for the present is under a cloud.

Meanwhile the carrying trade of the country has been in an unprecedented state of activity and prosperity; the great railways are spending liberally on track improvements and rolling stock to meet the demands on them, and new trunk lines are under construction.

Immigration is increasing rapidly, and will have a favorable influence in every direction. Lands, especially in the Northwest, which have for years been in little demand, have latterly been actively sought for and taken up.

Turning to general conditions outside of the Dominion, the immense aggregations of capital in the hands of corporations and individuals is bringing about economic results of the most startling character. The control of railway lines, the absorption of ocean transport, the consolidation of industries, all fly directly in the face of economic theories based on unlimited competition, and he would be bold who attempted to predict the outcome.

No fewer than four new banks were incorporated during the present session of Parliament.

Questions of vital importance to ourselves and the Empire are to be considered by the Imperial Government and the Premiers of the colonies, at the conference to be held in London; its decisions will be watched with absorbing interest and involve momentous possibilities.

The present moment seems to be most favorable for securing an independent line of steamships to a Canadian port. They should in speed and equipment be equal to any afloat, and the prospects of financial success for the undertaking were never, in my opinion, so bright as now, while its realization would be of enormous benefit to this country.

It is with the highest satisfaction and gratitude that we receive to-day the news of peace in South Africa.

Compared with the proud satisfaction we feel at having had a share in bringing the harassing and protracted struggle to a successful termination, all the sacrifices made by the country are trivial. But the gratitude we owe to those who fought and bled for us will never, I trust, be forgotten. The glorious record of courage and endurance made by her sons has lifted Canada into a higher plane of national life.

The auspicious visit last autumn to this country of Their Royal Highnesses the Duke and Duchess of Cornwall and York was the occasion of the unanimous display of loyal

welcome from one end of the Dominion to the other, and was happily marked by the absence of misadventure of any kind.

The approaching Coronation of our Gracious Sovereign will, we trust, be succeeded by a long and prosperous reign.

I move that the report of the Directors be adopted and printed for distribution among the shareholders.

THE REPORT ADOPTED.

Mr. A. T. Paterson, in seconding the motion for the adoption of the report, said that it was quite unnecessary to add anything to the remarks which had fallen from the chair and to the statement made by the General Manager, beyond stating that he entirely concurred in them and endorsed them. There was one thing, to which he might refer, and that was that on that day he had come of age, not personally, but as a director of the Bank, and he wished to take the opportunity of thanking the shareholders for their long continued confidence in him. He also wished to say that his many years' experience as a director enabled him most thoroughly to endorse the statements made as to the improvement in the position of the Bank.

After a few remarks by Mr. John Morrison, the motion for the adoption of the report was unanimously agreed to.

Hon. James O'Brien moved:

"That the thanks of the meeting be presented to the President, Vice-President and Directors for their attention to the interests of the Bank."

This was seconded by Mr. Donald Macmaster, K.C., and, having been adopted unanimously, was acknowledged by the Chairman.

Mr. E. B. Greenshields moved:

"That the thanks of the meetiug be given to the General Manager, the Inspector, the Managers and other officers of the Bank for their services during the past year."

The motion was seconded by Mr. James Ross, and the chairman having added that he fully concurred in it, and thought it was exceedingly well deserved, it was unanimously carried, and was acknowledged by the General Manager.

Mr. George R. Hooper moved:—

"That the ballot now open for the election of Directors be kept open until 3 o'clock, unless fifteen minutes elapse without a vote being cast, when it shall be closed, and until that time, and for that purpose only, this meeting be continued."

This was seconded by Mr. C. J. Fleet, and unanimously agreed to.

On the motion of Mr. John Morrison, seconded by Mr. A. F. Gault, a hearty vote of thanks was acorded the chairman for his conduct of the business of the meeting, and he acknowledged the same.

THE DIRECTORS.

The ballot resulted in the election of the following directors:—

R. B. Angus, Esq.
Hon. George A. Drummond.
A. F. Gault, Esq.
E. B. Greenshields, Esq.
Sir. William C. Macdonald.
A. T. Paterson, Esq.
R. G. Reid, Esq.
James Ross, Esq.
Right Hon. Lord Strathcona and Mount Royal, G.C.M.G.

At a meeting of the new Board on Tuesday, June 3rd, The Right Hon. Lord Strathcona and Mount Royal, G.C.M.G., was re-elected President, and Hon. George A. Drummond, Vice-President.

Ladies and Children's Underwear and Hosiery.

IN ladies' ribbed vests the W. R. Brock Co., Limited, Montreal, still maintain their strong position. They carry everything that is required by the Canadian trade. Ladies' vests, with long and short sleeves, in white and naturals, and one or two leading lines, are well worthy of special attention. To retail at 25c., the "Alice" in natural and 522 in white; to retail at 50c., 516 in natural and 523 in white; to retail at 75c., the "Ada" in natural and 522 in white; to retail at $1, 518 natural "Lily" in white, 528 in black and 529 in scarlet.

Scarlet tights are one of the novelties for the season. Brock's have a line to retail at $1. Another novelty is a child's fleeced vest, assorted sizes, 2, 3, 4 to the box. No. FB, to retail at 25c., is a good line for the Winter season to take the place of the "Nazareth" waist.

In natural wool vests and drawers, Brock's Montreal house carry a very extensive range. Special mention should be made of "Wolsley," both in white and natural.

In wool hose to retail at 25c., in the large sizes, No. HOT in plain; No. 30, 1/1 rib; No. 32, 4/1 rib, are good lines shown by the Brock Co., Montreal. To retail at 35c., ribbed worsted No. 38, and to retail at 50c., "double-knee" ribbed wool No. 61, are leaders. Scarlet and white are also carried in stock in all sizes. The "Conqueror" is a good heavy fleeced line, ranging to 25c. for the large sizes. Two lines of mule mitts are worthy of special mention. S40 with finger, and S41 round can be retailed at 25c.

In cashmere hose, "Triumph," an all-wool 2/1 rib can be retailed 4-in. at 15c. to women's sizes at 15c. "Seller," an all-wool 2/1 rib, double knee, seamless foot, the best line without doubt ever shown by this house at the price, 4-in. to retail at 10c. to women's sizes at 25c.

A leading line with The W. R. Brock Co., Limited, Toronto, has always been ladies' and misses' underwear, and the Fall of 1902 will find them stronger than ever both in variety and value. Their ladies' vests, "Ombre" and "Startler," to retail at 25c.; "Devaney," "Pearl" and "Raro," to retail at 50c.; "Roach," "Gideon" and "New-one," to retail at 75c.; "Oakville" and H172 and "Puro," to retail at $1, are all specials; "Mamey," a nursing vest; "Topsy," a black and anti-rheumatic, in scarlet, are also lines which every retailer requires. In drawers, all sizes in children's are shown in no less than four qualities, while women's can be had to retail at from 25c. to $1.25 per pair, in natural, white or ombre effects.

The W. R Brock Co., Limited, Toronto, particularly desire that the trade should note that they have made large contracts for fleece-lined underwear and can supply goods at old prices for some time to come, notwithstanding the fact that the mills have advanced their prices in nearly every line. A plain line of sanitary wool fleecing to retail at 45c. should be noted by keen buyers. A novelty in fleece goods for this market is a line of children's combinations, all sizes, from 24 to 34 in., to retail at 75c. each. Another special in children's goods is an elastic-ribbed vest, fleece lined, from sizes 16 to 34. This line can also be had in drawers.

"Wolsey" underwear is carried in stock by The W. R. Brock Co., Limited, in three weights, for men; also women's vests and drawers and combinations.

Mr. R. W. Barrett is now covering the Province of Ontario for the Beaver Rubber Clothing Co., Montreal, with a full range of samples of mackintoshes.

The

JACKSON SWIVEL BACK SUSPENDERS



are the kind that give your customers the best satisfaction, for these reasons:

They are made to wear.
They are of great elasticity.
They are fitted with strong buckles.
They are firmly double stitched.
They have leather ends.
They are made to fit all shapes of shoulders.

These benefits are for the customer. Yours comes in a *handsome profit*.

THE JACKSON SUSPENDER CO.

33 Colborne St. TORONTO.

High-Class Furs

We aim at excellence in material, finish and style, and our rapidly-growing trade is the best evidence of our success.

Our Astrachan Jacket trade has assumed huge proportions. They conform readily to the figure, are dressy, and are made of selected materials, put together by first-class workmen.

We are turning out a great variety of Boas, Collarettes, Caperines, and Fancy Neckwear this season. Our catalogue, fully illustrated, will be ready early in the season and will be mailed on application.

James Coristine & Co., Limited

St. Paul and St. Nicholas Sts., MONTREAL.

MATTHEWS, TOWERS & CO.,

The key to success is Right Buying.

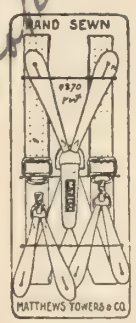
WE ARE SHOWING

THE LATEST NOVELTIES

—IN—

Men's Furnishings

INCLUDING OUR WELL-KNOWN SPECIAL LINES IN



Hand-Sewn Braces

Sweaters

Neckwear.

Our ranges of stylish, fashionable neckwear are the standard of excellence. Our designs are conceded to be the very best and latest. See our lines before placing your order elsewhere.

MATTHEWS, TOWERS & CO.,

EXCLUSIVELY

14 St. Helen Street, MONTREAL.

We have a full stock of
our celebrated

AUG 22 1902

COOL FEET

HOSIERY

A good assortment, at all times, of . . .

White and
Colored Shirts,
Imported Collars,
Umbrellas,
Rubber Coats,
Up-to-date Neckwear.

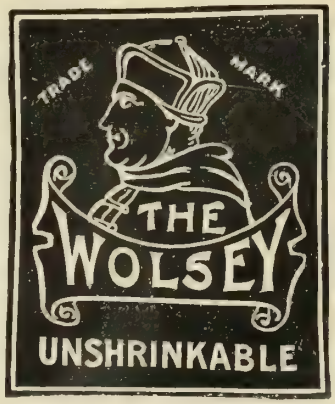
and all requisites for a high-class trade.

We are offering special values in

UNDERWEAR

FOR FALL AND WINTER

including the celebrated "Wolsey," guaranteed **positively** unshrinkable. This is the leading line with all first-class Men's Furnishing houses in the Dominion.



14 St. Helen St., MONTREAL.

MEN'S FURNISHERS.



INTERIOR OF P. JAMIESON'S MEN'S FURNISHING STORE, TORONTO.

Fittings designed and manufactured by the Dominion Show Case Co., Toronto, from solid Indiana quarter cut oak.

China and Glassware.

THE custom of carrying sidelines of glassware and kindred supplies in dry goods stores is becoming more and more general throughout the Dominion. The question at once arises, even while the answer is suggested, "Should drygoodsmen indulge in these extraneous novelties? What is the advantage of this additional stock?"

In the first place, unless one is operating a departmental store, or, unless one is doing an exchange business with farmers, groceries cannot be handled well in dry goods stores. The scrupulous neatness essential to the sale of goods is scarcely possible in conjunction with the unavoidable crumbs of groceries. Groceries, then, can't be carried profitably as sidelines. Either have separate compartment sections or devote full attention to the individual line.

BEAUTIFIES THE STORE.

These objections cannot be urged against the use of china and glassware as sidelines. The beauty and attractiveness of the store is enhanced and, therefore, the selling power of the store increased.

But right here, let the merchant understand that he can't enter into competition with the glass-dealer of the town. That dealer has made a thorough study of that class of trade; his experience means capital. With his much larger stock he can surpass any of the drygoodsman's achievements. The merchant in dry goods must realize that the crockery dealer is a specialist in his line, as well as the former is in his own.

LINES TO CARRY.

Dinnerware or toiletware should not be carried in ordinary dry goods stores. Sales are not likely in their case. People who want that class of goods will go to the dealer who makes a specialty of them, and the drygoodsman's wares get out of date.

Fancy ware, bric-a-brac make a good display and find a ready sale at Christmas. Fancy articles can be found in the whole range of fancy china: Salads, chocolate-pots, cake plates, berry sets, cups and saucers, ice-cream sets, biscuit jars, vases, sugars and creams, bread and butter plates, cabarets. In Bohemian glass popular lines are lemonade sets, wine sets, cheese dishes, vases, rose-bowls. Cut glass furnishes a good line for dry goods stores. An illustration is given in this number of Royal Hanover decorated china. It retails at 25, 50, 75c. and $1, and is a ready seller.



Hanover China.

Jardinieres with figures sculptured in high relief are in favor. Articles which draw their motif from antiquity, ancient ideas with modern treatment, are sure of a good demand.

SPECIAL OCCASIONS.

Special occasions are constantly occurring, special, if not to the community, at least, to the family or individual. Birthdays, weddings, celebrations of value, some more, some less, but all to be catered to. A stitch in time saves nine, and a sale in season, however small, gains custom. The attractiveness of a few choice dolls, toys, fancy ornaments and figures, musical instruments, rubber balls, marble and wood pedestals, banquet lamps will repay the dealer not only by the additional interest these trifles give the store themselves, and the profit they directly bring, but also by the added business in staples.

TIMES AND SEASONS.

The prevailing impression among dealers is that glassware should be restricted to holiday seasons. When carried, they should be used as an advertising medium, but yet at a margin sufficient to realize a reasonable profit. Their attractiveness invites attention, and brings customers who might otherwise buy elsewhere. The fact that the dealer thus gets ladies, for it is the ladies who are attracted, to enter the store alone is worth money.

A saving to the merchant arises from window displays. Glassware is uninjured by the sun, or by the ubiquitous dust. No fading is possible, and dusting will remove other evils.

BELOW MILL PRICES.

S. Greenshields, Son & Co. have bought from the mills 4,500 pieces of fine dress ginghams, including all the newest designs and colorings. They are offering the entire lot at very much less than makers' prices.

ADVANCE IN CASHMERE LACE AND YARNS.

Cashmere hose, yarns and all kinds of fine woollen goods have advanced about 10 to 15 per cent.

BUSY ON HANDKERCHIEF NOVELTIES.

Manufacturers of ladies' handkerchiefs in Switzerland, Brussels and "Old Ireland" have been taxing their ingenuity to the utmost in order to keep pace with the demand for novelty, and that their efforts have been rewarded is fully proven by the magnificent display of beautiful and delicate designs made by Kyle, Cheesbrough & Co., Montreal.

FALL LINES WELL FORWARD.

The Fall lines are well forward in the staple and linen department of John Macdonald & Co. A beautiful assortment of fancy linens has just arrived. Tray cloths, five o'clock tea cloths, sideboard covers and d'oylies are in good demand. Two specials are being shown in cream damask tabling at 17½ and 19½c., also 72-in. bleached damask tabling at 42½c. Towels and toweling are a strong feature in the linen department this season, and all at old prices. The art sateens and cretonnes are the prettiest yet shown by this department.

"MAPLE LEAF" BRAND OF HOSIERY.

The Goderich Knitting Co., Limited, are handling a line of goods, including the "Maple Leaf" brand of hosiery and mits, also all grades of men's and boys', women's and children's wear. This firm bought about a year ago the plant and patents of the Ever-Ready Dress Stay Co., of Windsor, Ont., and thus are the exclusive manufacturers of the "Alaska" brand of socks and mitts. Their goods are handled by representatives in various parts of the Dominion.

INFANTS' BAPTISMAL CLOAKS.

They are coming and will continue to come, and as long as babies and children brighten our homes, children's pelisses and infant's baptismal cloaks will be in order. Garments suitable in beauty and delicacy of design for the cherubs who are to wear them may be seen in the large assortment shown by Kyle, Cheesbrough & Co., of Montreal.

A MONTREAL FIRM'S NEW DESIGNER.

Mr. Margolin, for the past year and a half designer for the American Silk Waist Co., has been engaged by Stewart, Allan & Lemaistre, and assumed his new position on July 1. Mr. Margolin has just returned from a trip to New York where he was enabled to procure the latest styles and he is now busy preparing samples of the "Salem" Fall waists which will be submitted to the trade in time to give September and October delivery.

A SUCCESSFUL WESTERN WHOLESALER.

IN THE jobbing trade of the West no name stands out more prominently than that of R. J. Whitla, president of The R. J. Whitla Co., Limited. A brief sketch of his career will no doubt be of interest to readers of THE DRY GOODS REVIEW.

Mr. Whitla is an Irishman, having been born in the Province of Ulster in 1846, and retains just sufficient of the brogue to lend a soft roll to his speech.

He has pursued but one business calling all his life, acquiring a knowledge of the dry goods trade in his native Ulster. In 1867, just on attaining his majority, he sailed for New York. His stay was brief in that city, and within the year he once again found himself under the British flag. In Toronto he added to his knowledge of his business and gained considerable experience of Canadian customs and methods of doing business. He finally started business in Ottawa, from which point he went to the Upper Ottawa and established a successful business at Arnprior, in South Renfrew, where he remained



Mr. R. J. Whitla, Winnipeg.

until 1879, when, hearing so much of the Northwest, he was fired with the ambition to come West and establish a jobbing trade. He sold out in Arnprior and came direct to Winnipeg and at first opened a retail store on the west side of Main street, between McDermott and Bannatyne avenues. The store was known as the "one-price" house, and most religiously maintained its right to that name while under Mr. Whitla's direction. This venture was a great success, and in 1882 Mr. Whitla sold out to Alexander & Bryce and built and established a small wholesale jobbing house on McDermott avenue, not far from the site of the great warehouse of the present day.

At the time of the opening Mr. Whitla took as partner Mr. D. K. Elliott, and the new house was known as R. J. Whitla & Co. Within a year the business had outgrown the modest quarters in which it started, and a four-storey brick block was erected on the corner of McDermott Avenue and Albert Street. From this time forward the business has made steady growth. It survived the long depression after the boom, and every year has brought a substantial increase, until three years ago it was found necessary to build the present immense warehouse which contains floor space sufficient for very considerable future expansion. Plans have been prepared for the erection, in the near future, of a duplicate half of the present building, Mr. Whitla having secured the site to complete the block from street to street, which will give the company the entire frontage space between Arthur and King streets on McDermott Avenue with a depth of one hundred and twenty-eight feet to a lane, and five storeys high.

Last year Messrs. J. M. Campbell, A. S. Burns and R. Driscoll were taken into the company, and a joint-stock company formed,—which now trades under the name of The R. J. Whitla Company, Limited.

These are good results from something under a quarter of a century of industry and effort.

But, while Mr. Whitla has been diligent in his business he has not neglected other matters. From the first of his coming to the country he has taken an interest in military affairs, and as a captain in the 90th Regiment served through all the dangers and discomforts of the Rebellion of 1885. A few years ago he retired with the rank of major.

Having been a member of, and a worker in the Y.M C.A. in the east he early saw the value of such an organization in the West, and was among the founders of that institution in Winnipeg, serving through all the years in an official capacicy, giving many hours from his scant leisure to furthering its schemes, ever pushing for a good building and a fine gymnasium for the young men, wisely thinking that the best way to keep them out of mischief was to give them something better to do. It is no flattery to say that Mr. Whitla has been very largely instrumental in the final erection and completion of the $100,000 building which is now devoted to Y.M.C.A. interests in Winnipeg.

Like so many of his countrymen, Mr. Whitla is a Methodist, and has, since his coming to the city, been an official member of Grace Church, serving in many capacities, but more particularly has his effort and money been expended for the firm establishment and advancement of Wesley College, the highest educational institution of the Methodist Church in the West.

Mr. Whitla has always taken a keen interest in all kinds of athletics and sport, and is a sportsman of repute, having an enviable record for heavy bags in the shooting season.

The family home is a spacious residence on the corner of Carleton street and York avenue, in one of the prettiest residential sections of the city, and the fame of its generous hospitality has reached every corner of the West, and is well known to many in the east. Mr. Whitla also has a charming Summer home on Coney Island, Lake of the Woods, called "Killarney Castle," and here the family, when not travelling, spend a portion of every Summer and entertain large parties of friends.

Two daughters have been born to Mr. Whitla, and, for grace and wit, ably sustain the reputation of the daughters of Ireland.

E. C. H.

MEN'S LINED KID GLOVES AND MITTS.

In men's lined kid gloves and mitts The W. R. Brock Co., Toronto, show some interesting values. These goods include harvest mitts to retail at 25c., called No. S7, with one finger, and No. S8 in round mitts. For a line to retail at 50c. their Govey takes the lead; for a 75c. line ask for No. S24. A popular line to retail at $1 is their No. S2. Lined mocha gloves are also a specialty with this firm. The particular lines are No. P36 grey and No. P37 tan, to retail at $1.

The Beaver Rubber Clothing Co. are still turning out the "Dandy" coat. The demand for this is reported to be large.

KNITTED WOOL GOODS.

A line that The W. R. Brock Co., Toronto, make a specialty of is knitted wool goods. Many houses, on account of the variety and bulk, avoid this class of goods. Encouraged by their efforts in previous seasons, The W. R. Brock Co. have laid in for the Fall of 1902 more attractive lines than in any previous season. The lines include honeycomb and knitted wool shawls, caps, toques, tams, polka jackets, Cardigan jackets and vests, infantees and bootees, gaiters, mitts, clouds, wool coats, lined and unlined.

CHILDREN'S PINAFORES AND HEADWEAR.

Provision is being made well in advance for Spring, 1903, and an unusually large and attractive collection of children's pinafores and embroidered muslin hats and bonnets is already being shown by Kyle, Cheesbrough & Co., of Montreal.

SELL YOUR SURPLUS STOCK.

Benning & Barsalou, of Montreal, have demonstrated during the past Winter that a great deal can be made out of surplus stocks and, in fact, out of all kinds of stocks of merchandise, dry goods, clothing, or boots and shoes, if only they are handled in the right way. The secret of just how to manage it rests with Benning & Barsalou, as is testified to both by the position and standing of their clients and the fact that their customers number the best buyers in the country. Most of last Winter's big auctions in Montreal, including that of the Canada Rubber Company, were managed by them. Liberal advances are always allowed and the Bank of Montreal and La Banque d' Hochelaga are given as references.

STEWART, ALLAN & LEMAISTRE'S SPECIALTIES

Stewart, Allan & LeMaistre are still taxed to their fullest capacity producing orders for immediate delivery. They have had a large demand for their men's waist with patent detachable elastic band, and they have difficulty in filling orders for them. They have found a strong demand for tan shirts, and are giving immediate delivery of them. They promise for middle of July shipment novelties in American designs, which will be the most striking they have yet produced. Pearl effects will be found amongst them, this shade being the newest produced in New York.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

BUSINESS OPPORTUNITY.

DRY GOODS STOCK FOR SALE.—Up-to-date, no millinery. Established in 1847. Doing a good business Under no consideration will this stock be sold unless the store is leased for a term of years. Address Nathan Jones, Belleville, Ont. (7)

AGENCY OPEN for fine line of Scotch underwear, manufacturer would be glad to make an early appointment of Canadian representative. Box 93, DRY GOODS REVIEW, Toronto. (7)

—THE—

CANADIAN COTTON BATTING CO.

Manufacturers of

COTTON BATTING,

WADDED CARPET LININGS, STAIR PADS, MATTRESSES, ETC.

Office: 24 Catharine St. North,

HAMILTON, ONTARIO.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

The Telephone

has no equal as a saver of time and money for the buying and selling of goods from distant points.

The travelling salesman found this out long ago. Others are learning the truth daily. Bear it in mind.

The Bell Telephone Co. of Canada

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

Head Office *Toronto, Ont.*

Capital Subscribed -	$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over - -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

BEAVER LINE

PROPOSED SUMMER SAILINGS. (SUBJECT TO CHANGE.)

MONTREAL TO LIVERPOOL VIA QUEBEC.

From Liverpool.	STEAMER.	From Montreal.
Tues., July 15	LAKE CHAMPLAIN	Thur., July 31
" " 22	LAKE ONTARIO	" Aug. 7
" " 29	LAKE SIMCOE	" " 14
" Aug. 5	LAKE MANITOBA	" " 21
" " 12	LAKE MEGANTIC	" " 28

FIRST CABIN—Single, $52.50 and upwards. Round Trip, $99.75 and upwards.
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50 and upwards, according to steamer.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.

CLOTHING AND WOOLLEN TRADE

Goods for the Early Fall Trade.

IN overcoatings for early Fall trade, showerproof coverts will be very free sellers. They are being shown by John Macdonald & Co. in a variety of shades of grey, soft brown and olive mixtures. Later in the season the large sellers will be in grey. They have been shown in a variety of cloths, vicunas, llamas, cheviots and twills. Black and white effects with and without checked backs will be sure to find favor with up-to-date dressers. In suitings, Scotch tweeds, in checks and stripes, all of them in brown mixtures, greys and nondescript, will be good property. Stripes will be freer sellers than last year and tendency is for broader stripes. Black and white effects have been largely shown, both in tweeds and in worsteds. In dress goods, undressed worsteds, llamas and vicunas, both in black and grey, will still be good buying. In serge suitings, the demand for a good class of goods is not only undiminished, but the increased demand each season is very notable, particularly for Belwarps. If there is any truth in the old saying that imitation is the sincerest form of flattery, the Belwarp goods have been flattered beyond all measure that the law allows. Their makes have been imitated, their names have been copied, but the wearing qualities of the cloth and the lasting colors of the dyes are inimitable. In ladies' costumes, cloth homespuns are holding their own to a wonderful degree and will be good for early Fall trade. Later on in the season friezes will be exceptionally good and are being shown in a large variety of colors, brown mixtures, blue mixtures, olive mixtures, greys and blacks. Black and white effects are also being shown for ladies, and no doubt will find favor with many. In broadcloths and venetians, in plain colors, in fancy mixtures there will be a good run until real Winter weather sets in.

Good Woollen Business Promised.

The large range of venetians, serges, twills and Italians shown for Fall by the W. R. Brock Co., Montreal, gives promise of a good woollen business being done by them for the coming season.

Enlarging Their Woollen Mills.

To meet the demands of their growing business Harris & Company, Limited, are making extensive alterations to their woollen mills at Rockwood, Ont. A new boiler room and 120 foot chimney have just been built, and are being followed by a new weaving room. These and the additional machinery being put in will materially increase the capacity of the mills.

Dignum & Monypenny, of Toronto and Montreal, are the sole selling agents.

Specialties Shown by Nisbet & Auld.

Nisbet & Auld report a further increase this season in the demand for their women's fabrics. Their vast assortment of goods contains lines that are in demand in every village, town and city in Canada. They show a fine range of solid color and mixture broadcloths, homespuns, friezes, cheviots, serges and worsteds, etc.

Some of the leading sellers for Fall are homespuns and friezes, which are shown in improved solid color effects, as well as black and white check and line stripes on black, blue, grey and brown grounds; basket weave and shell pattern worsteds, pebble serges and reversibles.

Particular mention is made of blanket cloakings, which are firmly established in all the leading dry goods houses, and show an increased demand every year. In cheviots they carry the best makes from French, British and Canadian looms, and show some very rich effects which are ready sellers.

French blouse stuffs are shown in a variety of fabrics, plain and embroidered, and in qualities that can be handled by the general trade with profit.

Glad to Send Samples.

A. McDougall & Co., 168 McGill street, Montreal, wholesale woollens and tailors' trimmings, informed THE DRY GOODS REVIEW that they would be pleased to furnish anyone in the trade with samples of their lines. No doubt many will avail themselves of this opportunity, and we feel sure they will be amply repaid for doing so. This firm's announcement appears on another page.

Cold Weather Coats.

J. B. Goodhue, manufacturer of the well-known "Star" brand of overalls, shirts, pants, etc., has been making a great success of sheepskin-lined coats and also blanket-lined coats. For the past three years he has been manufacturing these, in addition to the "Star" brand garments, and the demand has steadily increased, as the trade find the goods to have a steady sale wherever shown. At present the factory at Rock Island, P.Q., is crowded with orders for the coming Fall and Winter.

The Right Cloths for Fall.

The postponement of the Coronation has had no effect on the success of Coronation cloth, which Messrs. Mark Fisher & Sons are handling. This has been immensely popular for the coming Fall and Winter seasons, being a red and black mixture, just what is wanted this year. Samples of this cloth are sent on application. This firm are showing the usual extensive range in Martin's manufactures. In these famous goods they do practically all the business in Canada, and are by far the largest purchasers of them in the world. In serges and worsteds there are several special lines, but the range is too great to permit of any enumeration. The stock is now complete in all lines, and we are informed that never before have the firm felt so satisfied with the demand.

A look over the stock tells one that black and white effects are again to be in favor for another season, with a tendency, however, toward browns, a color that later on in the season may be given greater prominence.

Grey Cheviot Overcoatings.

In the woollen department of The W. R. Brock Co., Toronto, are being shown some attractive lines, including a large range of grey cheviot overcoatings at all prices. Meltons and beavers for overcoatings are also to be seen. A specialty is being made of three-quarter job tweeds. In tweed suitings, the features are browns and greys.

Messrs. A. McDougall & Co., importers of fine woolens and tailors' trimmings, Montreal, make a practice of sending samples of their goods to merchant tailors and dry goods merchants on application.

Zibelines are all the go for "Fall," and nothing can be more complete than the range carried by the Brock Co., Montreal.

Before buying waterproof coats, it will pay any member of the trade to see the clippings and the catalogue of the Beaver Rubber Clothing Co., which will be sent on application.

Genuine . .

Celluloid

Collars, Cuffs and Shirt Bosoms

ALL FINE, FRESH STOCK.

GENUINE GOODS are Stamped with our Trade Mark. TRADE M&B MARK

The Miller Bros. Co., Limited

30 Dowd Street, MONTREAL.

TORONTO AGENT:

G. B. FRASER, 3 Wellington St. East

Fine Linen Faced Collars
Reversible "Linen-e" Collars.

Reversible "Linen-e" Collars—styles "Raphael" and "Angelo."

Made from finest linen, combined with paper.

Linen both sides—2 collars in one.

One side soiled, reverse and wear the other.

Saves trouble and annoyance of washing and laundering.

Worn by the most eminent business and professional gentlemen.

Fine Linen Faced Collars and Cuffs

IN FOLLOWING WELL-KNOWN BRANDS:

Comet	Oro	'76	Hub
Opera	Marquis	Knox	Nugget
Hanlan	Improved Comet	Gilmore	Mozart Cuffs

Stock for Clergymen.

The above lines can be procured through any wholesale dry goods or gents' furnishing house in the Dominion.

The Miller Bros. Co., Limited

30-38 Dowd Street, MONTREAL.

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

Cor. Victoria Sq. and St. James St.,

MONTREAL.

SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

THE PREVAILING FAD



Birthday Pillows

for
Presentation Purposes.

SAMPLE BY MAIL.

Any Month **75c.**

F. Robertson & Co., - Toronto

NOTES OF THE NORTH-WEST TRADE.

Good Orders in Staple and Fancy Goods
Effect of the Weather on the Growing Crops Satisfied Settlers from the United States.

From our Own Correspondent

WINNIPEG, June 24, 1902.

THE time is too early to speak with great certainty of Fall business, but all houses report good placing orders in both staple and fancy lines. Sorting business has been unquestionably delayed and curtailed by the extremely wet and unfavorable weather. The usual programme in Manitoba and the West generally has been fine weather in May and the rainy season in June, but this season we have had both May and June wet, rain every other day right through the two months and not much warm weather. The crops in all districts where the land is high or has fair drainage are in splendid condition, but crops on low-lying lands, particulary in the Red River Valley, are seriously damaged, and in some instances quite destroyed by the water rotting the roots. The percentage of damage up to the present time is small in proportion to the total acreage, but should wet weather continue through July the situation would be grave so far as a very large part of Manitoba is concerned. The wet weather has been general right through to the Rocky Mountains, and considerable loss in cattle has occurred on the ranges from floods. The older range cattle did fairly well, but the new stockers that had not been on the range more than a week or ten days, and had no experience, were lost in large numbers. One dealer reports that he saw in the Red Deer country as many as 50 fine steers caught in a barbed wire fence and all drowned.

The large influx of settlers continues and much breaking of new land has been done. The majority of settlers from across the line come from States where they have more often suffered from drought than flood, and they seem to regard the situation with great philosophy, predicting very heavy crops for the next five years.

The "old-timer" states that we have had no Spring like the present since 1879. Certainly, there has been none such in the memory of your correspondent, who can make the proud boast of being in the West for 20 years.

GAULT BROTHERS & CO.

Gault Brothers & Co. report excellent trade and are showing a very fine line of Fall goods. One of their specialties is a line of French flannels in all the newest designs, the prettiest being the red or blue grounds, with Persian embroidery effects in stripes down the sides for trimming. All the polka dot lines are also good sellers. In dress goods, the granite cloths, both in solid black and colors, with chalk stripes, are popular. They have one especial recommendation for Western wear—they shed dust easily. Another line of dress goods that has been heavily ordered for Fall is a smooth finished medium weight ladies' cloth which the house show in no less than 30 shades. Greys and browns are the most popular, and next to these colors soft greens and dark reds. The special brand of blue serge 54 inrhes wide that retails at 60c. per yard is so popular that the firm have alreapy sent in their fourth repeat order. Velveteens, both plain and corded, are going to be popular this Winter. The plain will be used chiefly for trimmings and blouses. The cords will be utilized for whole suits. For blouses, Coronation red will be one of the favorites.

Trade in housefurnishings is reported active, and there is a great demand for table linens. Gault Brothers & Co. have secured a line of manufacturers' remnants, running from three to thirty yards, and these will be offered at satisfactory prices to the customers of the house. For the Christmas trade, they are showing a great range of boxed handkerchiefs. There are certainly lines to suit all purses, as the range is from 60c. to $9 per dozen. For children, the Chrismas motto handkerchiefs will be an especially acceptable gift. In hosiery, they are showing the six-fold knee for boys' wear and a full line of all grades of cashmere hose for women and children. "The Corker," which retails at 25c. is having a tremendous run. Owing to pressure on many lines of goods, Mr. Crawford, the European buyer, will leave on his Fall trip six weeks earlier than usual.

* * *

THE R. J. WHITLA & COMPANY, LIMITED.

This house reports an excellent placing trade for Fall, and at the present time a heavy trade in Coronation goods, buntings, flags, and one very popular line is their Coronation blouses for both boys and girls. These are of either red, blue or white with rows of crowns for trimming.

As usual the house is making a heavy bid for trade in children's goods, and their line of white bear coats with cap and collar to match, and sailor and kilted suits in blue, red and black serge, leave little to be desired so far as style and finish is concerned.

There is a great return to light fancy wool fascinators and shoulder shawls this season, and the umbrella-patterned ones shown by this house are exceptionally pretty and becoming. They are always useful in the West, where as soon as the sun goes down there is a delicious coolness in the evening air.

In fancy goods for evening dresses, the demand for laces for Fall is even heavier than it was for Summer. In belts there is little change, but the demand continues, and all classes of fancy neckwear are as much sought after as ever.

STOBART, SONS & COMPANY.

A heavy trade for Fall in all staple lines is reported by Stobart, Sons & Company, more particularly dress goods, they having found ready sale for enormous quantities of serges, ladies' cloths, particularly in browns and greys, and medium-weight cheviots in a line closely resembling the waterproof cloth so popular for cloaks about twenty-five years ago. They are also showing a fine line of wrapperettes in new shades and designs in which Persian and Paisley patterns predominate.

In fancy goods they have a full range of all the latest novelties in belts, buckles and ties.

Men's underwear is a specialty with this house, and this season they are finding the new elastic net goods very much in demand both for men and women. Very heavy orders have been placed for all classes of woollen underwear and cotton goods with wool effects.

Housefurnishings are reported good, and the house is making heavy sales of harvest mitts and gloves.

Manufacturers' agents and representatives of eastern jobbing houses all report trade satisfactory. There is only one drawback if, and that is the rain. There is every indication, however, of fine weather for July, and should that come the brightest promises of the country bid fair to be realized.

E.C.H.

BEDQUILTS FOR THE FALL.

The Alaska Feather and Down Co., of Montreal, Limited, are showing a strong line of bedquilts for Fall, and report better sales than ever before at this season of the year.

Their amalgamation with The Canada Fibre Co. has proved a decided benefit to the trade, as they have been able to reduce costs from 10 to 20 per cent.

Their lowest line of shoddy-filled quilts is sold at $6.95 per dozen, in small size, and their special value is a white cotton-filled line at $12 per dozen.

Paris, Ontario, June 1st, 1902

We beg to thank our numerous customers throughout the Dominion for their Fall Orders, and we guarantee that goods will be turned out equal to, if not better than, samples, and deliveries will be prompt.

THE WATSON MFG. CO., Limited

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.

A. L. GILPIN, MONTREAL, QUE.

J. A. MURRAY, ST. JOHN, N.B.

J. A. BRYSON & CO., WINNIPEG, MAN.

WARNING !

"Puritas" Brand
"Perfection" "
"Lanatus" "
"Alaska" "

If it has not one of these **Brands** on tag it is not a **Bed Quilt** made by

THE ALASKA FEATHER & DOWN COMPANY

OF MONTREAL, LIMITED

Edgar McDougall, President.
J. H. Sherrard, Vice-Pres. and Mang.-Director.
J. H. Parkhill, Secretary.

Also Operating
THE CANADA FIBRE CO., Limited.

Waists

Silk, Cotton, Flannel, Albatross and Cashmere.

TRAVELLERS are now starting out on the road with samples of Fall waists, and should the trade purchase as freely as they did of the Summer goods, manufacturers may indeed congratulate themselves on the business of the year, for it will, without a doubt, be a record breaker. In other lines of dry goods, however, some difficulty has been experienced in inducing merchants to buy for Fall until there was at least a fair movement in Summer goods; and in many parts of the country the weather has been so unseasonable that the lightest waists, including the short-sleeved and low-necked variety, have not been in very satisfactory demand. But garments for Fall and Winter wear must be purchased, and we have no doubt but that the trade, alive to opportunities, will make their selections early and make July a busy month for all connected with the sale of waists.

While, with the retail trade, Summer has, so far, not been as satisfactory as might be desired, still, considering the backwardness of the season, a good trade has been done. During the remaining two months of Summer we are very likely to see a very brisk demand for the lighter and more flimsy garments. In localities blessed with something like Summer weather the demand for white waists is great, in cottons, lawns and silks. Not many short sleeves are taken, though the demand for these may increase as the season advances. Buttoned-back waists also seem to be "out of it." At least there are few worn at present, and they are not looked upon with any great favor in Fall goods.

White is looked upon as one of the best colors in high-class goods for Fall wear. White cotton waists have been produced in all weights, and the heaviest goods are now receiving much attention from manufacturers. These will make up into the more expensive goods, but for the popular trade it is not likely that they will gain much favor. Nor will they be taken during the Winter months. But it would be well to look after this side of the trade for Fall.

The Duchess front, which met with much success in the United States last year, is again to be worn there, and has been introduced into Canada, where there is every probability that it will go well. This is an elaborate waist, in the matter of tuckings and stitchings, and gives a very dressy appearance. It is shown in pale green, pinks, reds, and other favorite shades.

Materials in silk waists for Fall run much on the ordinary lines. Taffeta, of course, holds a prominent place. Crepe de chine and louisine silks are also to be used, and peau de soie is shown frequently in the more elaborate garments. Moires and moires antiques are well thought of in black and white, though the proportion of the former color is much larger than the other.

In designs, the chief aim of manufacturers is to produce that broad-shouldered effect which has become the ideal in all waists, and which, being the most prominent feature of the Gibson waist, made that style one of the leaders of the season. In the waists for Fall this effect is well obtained in one way by the use of diagonal tuckings across the front, which also tends to give a smaller appearance to the waist.

Among the handsomest garments shown is one with the whole upper part a lace yoke. Lace fronts and applique sleeves are also seen in several of the models.

A great variety of black taffeta waists are shown, a number of different colors being used to relieve the black. One of the most taking is a black and cerise waist with double stitched box plaitings on the body of the garment. Golden brown is another color frequently seen, and there is apparently to be as much favor shown to brown in silk waists as in dresses.

French flannels will be seen a good deal in waists for Fall and Winter. The patterns run on thin stripes and fancy effects. The colors have been given a good deal more attention than usual apparently, for the combinations are in perfect harmony, and are very attractive. Red, in various shades, is prominent, and a dark green is expected to do well. The stripes in these are in all colors that will harmonize. The Gibson waist is shown in these flannel goods, but whether it will be the success in the heavier materials that it has been in the lighter fabrics cannot be foretold.

Bedford cords, with silk float, are well thought of, and wool batistes, with lace stripe effect, are also likely to go well. Albatross continues to be in demand, in stripes and small figures. While the greater part of the stripe designs now shown are composed of the narrowest stripes, it is the opinion of some authorities that wider stripes will come soon.

A NOVELTY BLOUSE.

The W. R. Brock Company, Limited, Montreal, are showing a novelty blouse with embroidered openwork silk front. These fronts were specially made in St. Gall, Switzerland, for this firm, and are great sellers. Write for a sample and you will need more.

FANCY RUSSIAN BLOUSES.

Some of the most enchanting and stylish garments shown among ready-made articles are fancy Russian blouses and Eton jackets, made of Arab lace and taffeta silks. These are really lovely goods and are best described by the modern girl as "simply sweet." Kyle, Cheesbrough & Co. show a large line of these goods this season, ranging in price from $4.50 to $16 each.

FALL RANGE OF SILK AND FLANNEL WAISTS.

Tooke Bros., Limited, are now showing their Fall range of silk and flannel waists, and all reports show them to have been received by the trade with much favor. A prominent New York designer has been added to the staff, and his creations, which are exclusive with Tooke Bros., are being much admired. Among the new styles shown to "The Review's" representative were a collection of the new Duchess, which is shown for the first time in Canada. The Duchess waist, with its double front and new pleats, is certainly a handsome garment. The variety of stitchings shown in this are very great. One gives a Persian effect in hemstitching, produced with a combination of colors in the threads. In another, a figure 8 stitch has been combined with hemstitching, producing a new and attractive effect. One of the latest waists is of taffeta silk with ribbon inserted by hemstitching. The Gibson waist, for Fall, will be a prominent feature; and in it there is one with a white pleat across the front and back giving that broad appearance so much desired. The French knot stitch is one produced by this house alone. It is one of the prettiest shown this season. Altogether there are about 125 different styles in the silk waists. In flannel waists, 75 styles are shown, comprising all the latest stitchings, and handsome designs shown in the silks. The waists are all shown with the two-point cuff which is to be so much worn during the coming season. New work on the eyelets is also

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RELIABLE MERCHANTS WANT

Reliable Silk Waists, Skirts and Jackets.

WE MAKE THEM.

THIS IS OUR TRADE MARK



ATTACHED TO EACH GARMENT.

Since the fire, Mr. J. Cars is reorganizing the Company and will have his samples on the road in the near future.

American Silk Waist Mfg. Co.
323 St. James St., MONTREAL.



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ARE THE RECOGNIZED STANDARD OF ALL

High-Class Corsets

They have undoubtedly the largest sale in all countries. This has been reached solely through the merit and high qualities of the goods. The largest range of Straight-Front Corsets is shown by The P.D. Manufacturers and no retail store should be without them.

KONIG & STUFFMANN, 11 VICTORIA SQUARE, **MONTREAL**

SOLE AGENTS FOR CANADA.

shown in them, which will be to their advantage in the sight of buyers. The collars which are supplied with the waists have been designed in the most approved styles. Ties have been fastened on to these collars, a new idea, which will please the public. These ties are mainly of the bow order, and are made exceedingly well. In some cases it would be hard to distinguish between them and a hand-tied scarf. In front there is a crocheted buckle of fine workmanship, which adds not a little to the appearance of the tie. All colors and combinations of colors are shown in these waists, and the trade will be shown no finer line by anyone.

ORDERS BEING RAPIDLY BOOKED.

The travellers of The New York Silk Waist Manufacturing Company have only recently been on the road with samples of Fall goods, but from what has already been learned it is evident that before they are out a month the entire output of the factory will have been booked. The popularity of this company's waists is steadily increasing, and additional machines and help have had to be procured in order to turn out the work. A large new stand for machines has just been installed, and it is hoped they will be able to keep up with the demand. The staff of designers has also been increased by some well-known foreign artists. So much have the designs been admired that large houses in Montreal have signified their intention of placing all their orders with this company. The range of designs is said to be the largest ever shown in British North America. It is also one of the handsomest, which, it is, perhaps, not necessary to tell to old customers, for one of the merits of this company is the steady reliability of its goods, its workmanship, and itself. They have acquired a reputation along this line, which their styles for the present season fully sustain, and the waists that are "Built on honor, and sold on merit" are what the trade should buy for Fall.

THOUGHTFUL EMPLOYERS.

In great contrast to the "sweat-shop" system in factories, which every now and then we hear of, are the arrangements made by The New York Silk Waist Manufacturing Company for the comfort of their employes. A large table has been built in the factory with a seating capacity of 200, where the men and girls can take their midday meal. The company generously supplies them with tea, etc., and the innovation was one which, of course, was highly appreciated by the employes.

HOME-MADE GOODS THE BEST.

S. Greenshields, Son & Co. state that they find the Montreal Cotton Co.'s linings the best suited for this market. The qualities are better value at the prices sold at than any lines that can be imported. They have secured a few clearing lines of these goods which they are offering to their friends.

CHANGE IN A FIRM NAME.

The dry goods firm of Northway, Anderson & Falls, of Simcoe, now bear the name of The H. S. Falls Co., of Simcoe, Limited. The directors are H. S. Falls, John Northway and John A. Northway.

SCARCE GOODS.

The W. R. Brock Co., Toronto, have a full line of ball pearl buttons, taffeta neck ribbons, applique laces, organdie muslins, Indian linens, grey taffeta gloves, ladies' vests, etc., which are desirable goods and much required by the trade.

SPECIALTIES IN FLANNELETTES.

THE W. R. BROCK CO., Toronto, are showing some special lines in their flannelette department. No. 440 is a 28-in. light striped line, secured at a low price from the mill, and which they are able to give to their customers at a figure that will enable the latter to retail at 5c., being a ¼c. per yard less than the regular wholesale price. The three following lines they contracted for have been made and confined to themselves for the Canadian trade: No. 150 is a full 34-in. flannelette, commonly called yard wide, both in light and dark stripes, that can be retailed at 9c., being good value at a cent more than that figure. No. 178 is 30 in. wide, in pink and white, blue and white and fawn checks, from a small checked shepherd pattern to a fairly good sized fancy one with nice printed yarns and can be retailed at 10c., the regular wholesale price for this particular line. No. 140 is a 32-33 in. light and dark stripe, to retail at 8c. No. 130 (yard wide) is a heavy quality, to retail at 10c. The firm report a large business in all these lines, and they are well worth the keenest buyer's attention before placing orders. No. 161 is a 28-in. plain Saxony flannelette in pink, sky, red and white. The regular wholesale price is 7¾c., but The Brock Co. cleaned this line out from one of the mills at a figure which will enable them to sell to the trade at 6¼c.

The business of The W. R. Brock Co. last season in wrapperettes was so large that they felt justified in securing some lines in grey and having them worked up in their own special patterns by a manufacturing firm in the United States, as the colorings and printings of the latter seem to suit the Canadian market. The firm report that they have the three following lines: Flannel merino, 28 in., to retail at 12½c.; Antoinette, 28 in., to retail at 15c.; panne flannels, 28 in., to retail at 20c. The printing on this cloth is extremely rich, the colorings and patterns stand out clearly and are held to surpass the finest French flannel. While the designs are attractive these goods have proved quick sellers, and will readily draw trade. All the above designs are confined to The Brock Company for the Canadian market.

GOOD VALUES IN FLANNELETTES.

S. Greenshields, Son & Co. report having purchased some 35,000 pieces of flannelettes—stock lots. They are giving their customers the benefit of the special prices at which they bought the goods.

WEY'S MUFFLERS.

Wey's mufflers are handled in large quantities to retail at from 25 to 75c. each by The Brock Co., Toronto. The same firm also carry an extensive line of waterproof coats and mantles.

A HEAVY FAILURE.

Geo. Blyth & Sons, dry goods merchants, Ottawa, recently assigned to J. P. Langley, Toronto. The assets, the value of which was placed at $135,000, were sold on June 25 to Dennis Murphy, M.P.P., Ottawa, at 75 cents on the dollar. The liabilities of the estate of Blyth & Sons amount to $195,000.

BARGAINS IN MAGOG PRINTS.

S. Greenshields, Son & Co. have secured 20,000 pieces of Magog prints, including all this season's patterns. They have decided to run this lot at prices which will give their customers unequalled values.

SPECIAL VALUE IN GLOVES.

No house in Canada carries a larger stock of "Ringwood," cashmere or lined kid gloves than the W. R. Brock Company, Toronto. They have special values at every price.

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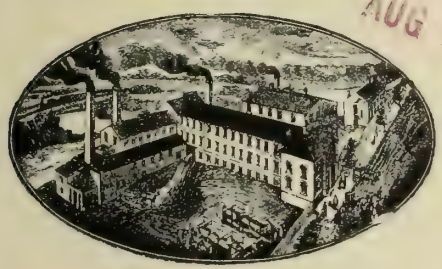
British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

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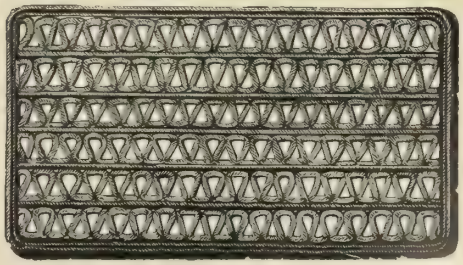
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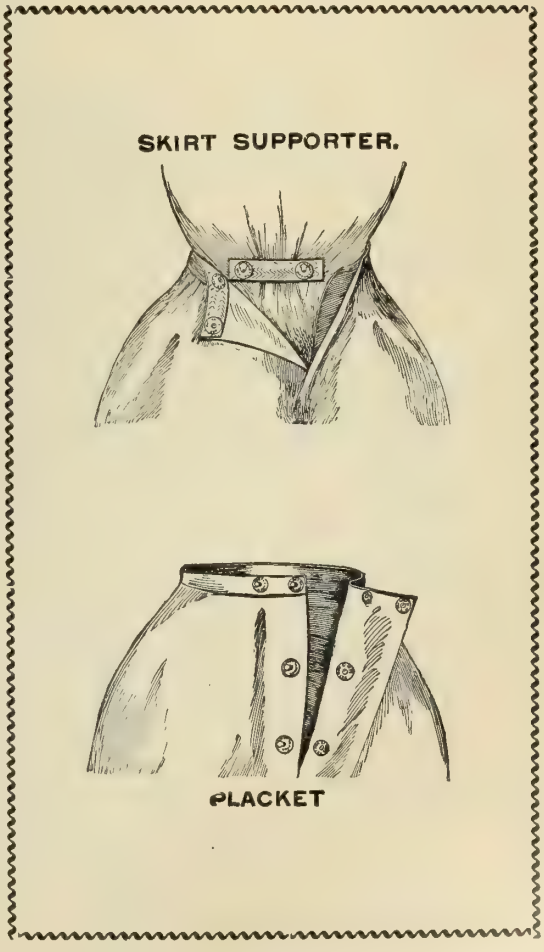
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Guaranteed FINEST ENGLISH manufacture.

The only successful existing combination of long-waisted elegance and short-waisted ease.

The superiority of C.B. Erect Form Corsets is the natural outcome of unrivalled experience in the manufacture of soft-finished and easy-fitting corsets. In England—the test market of the world—C.B. Erect Form Corsets have sold freely wherever they have been shown, and it is safe to assert that it is their perfect shape, elegant style and high-class finish which have ensured for them the foremost position among the many corsets at present in the market.

C. B. Erect Form Corsets represent a standard of excellence to which lesser known corsets do not pretend.



The many imitations of C.B. Erect Form Corsets furnish indisputable evidence of the sterling merit of the latter.

The production of C.B. Corsets furnishes constant employment for nearly 4,000 workpeople, in eight of the most up-to-date factories in England.

SOLE AGENTS FOR CANADA: **THE BRITISH IMPORT CO.,** **1 West Wellington Street, TORONTO**

WHO WILL BE PLEASED TO SUBMIT SAMPLES UPON APPLICATION.



Rolling in

Our many friends will be pleased to hear that goods for their orders are now rolling in fast, and we will be shipping at once the hundreds of orders lying in our vaults awaiting the new arrivals.

ROLLING IN NO. 2.

The manner in which **new orders** are rolling in is the best possible proof that our large and varied collection of **Fancy Dry Goods** for the Fall, and of **Laces** and **Embroideries** for **Spring** 1903 are **right,** and that our customers appreciate the fact.

The Lace Warehouse of Canada.

KYLE, CHEESBROUGH & CO., 16 St Helen Street, **MONTREAL, QUE.**

Down Comforters,

Cotton Comforters,

White Cushions,

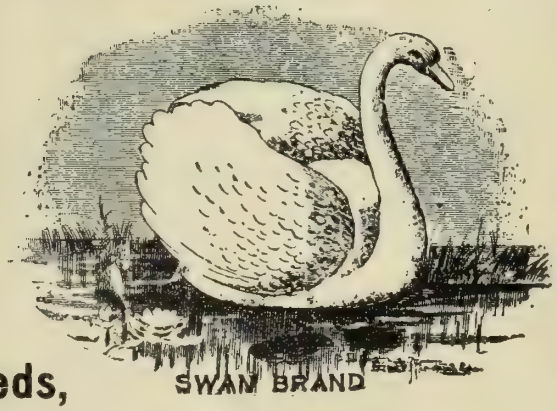
White Cosies,

White Muff Beds,

Bed Pillows,

Covered Cushions,

Covered Cosies.



Letter Orders Carefully and Promptly Filled

Price Lists Upon Application.

The Toronto Feather & Down Co., Limited

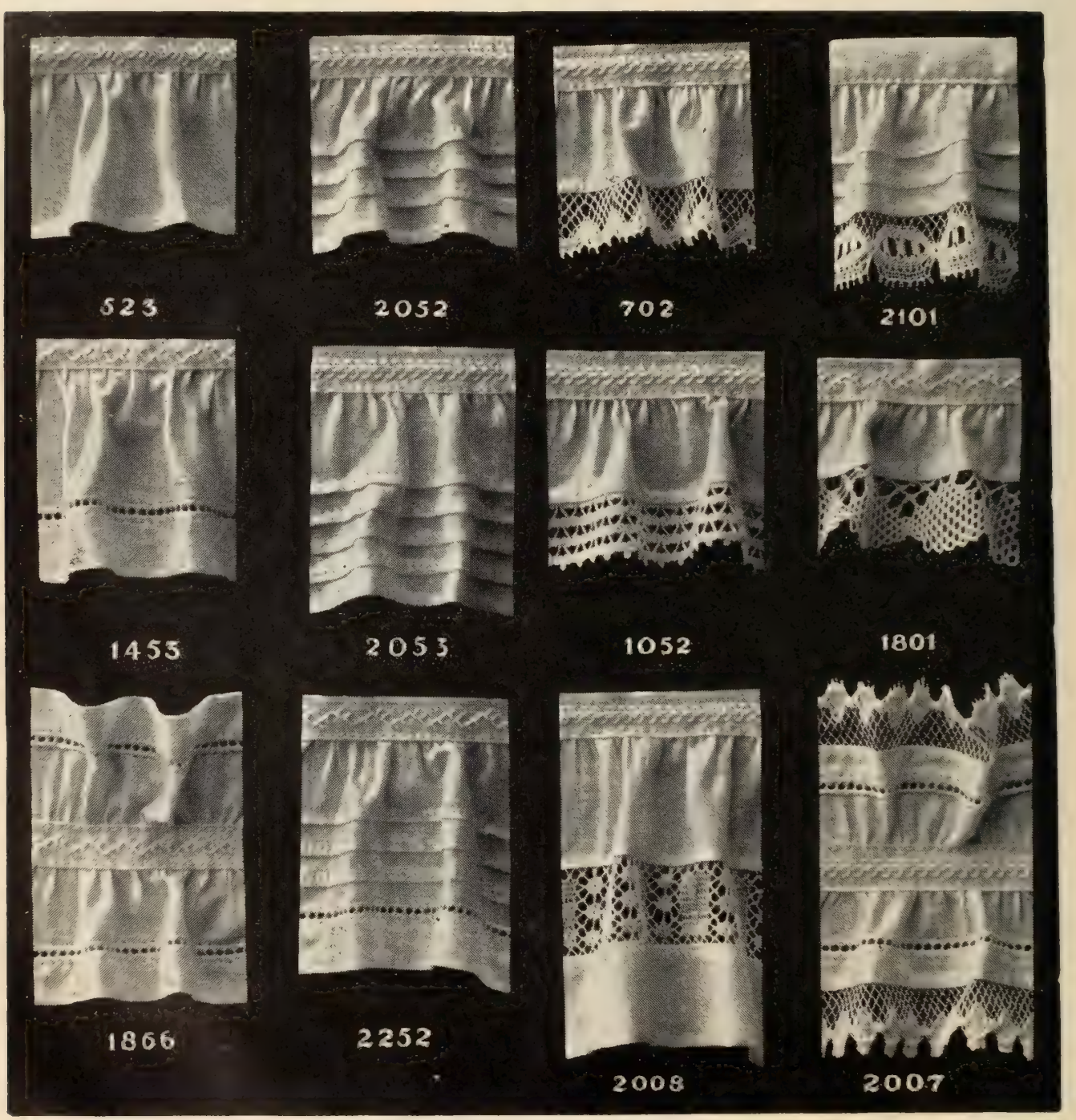
Factory, Office and Sample Room, 74 King St. West, TORONTO

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

The Watson Manufacturing Co.
Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.

A. L. GILPIN, MONTREAL, QUE.

J. A. MURRAY, ST. JOHN, N.B.

J. A. BRYSON & CO., WINNIPEG, MAN.

"UNIO" Handkerchiefs are the best.

In Royal Reds
Colored Borders
White Lawn
White Lawn, Hemstitched
Also Dress Lappet Muslins and other lines of Piece Goods.

Call and see us when over buying or ask for samples. All goods have our registered trade mark.

Brown, Graham & Co.,



37 Glassford St.,
Glasgow.

Also Manchester and London.

R. FLAWS & SON, Canadian Agents, TORONTO.

The W. R. Brock Company, (Limited)

TORONTO.

TRADE MAKERS

Some of which are neglected by many Houses:

CORONATION BRAND SHETLAND FLOSS

5 x 5 SAXONY WOOL

All colors, to retail at 10 cts.

13 x 13 HEMSTITCHED HANDKERCHIEFS

A Manufacturer's stock lot, bought for cash, to retail at 50 cts. per doz.

MEN'S FLEECED SHIRTS AND DRAWERS

A clearing lot of 400 dozen, assorted sizes and qualities.

LADIES' VESTS "OMBRE" "STARTLER" "TRION" and "LILY." Elastic Ribbed.

In Natural Grey, Shaded, and Pure White, to retail at 25 cts. These four lines cannot be beaten.

Knitted Wool Goods

SHAWLS, TOQUES, TAMS, FASCINATORS, CARDIGANS, SWEATERS, BOOTEES, INFANTEES, POLKA JACKETS, CLOUDS, MITTS, GAITERS, CAPS, HOODS, SASHES, Etc., Etc.

THE CANADIAN DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, AUGUST, 1902. No. 8.

Our London Fashion Letter.

Bargain-Hunter's Opportunity Created by Unfavorable Weather and Coronation Postponement—Millinery Styles and Novelties—A Striking Velvet Robe—A Novel Tailor-built Driving Coat—Interesting Fashion Revival.

THE extreme heat experienced in London has created an immense demand at last for the muslins, linens, delaines, crepe de chines and other light fabrics that were provided in such variety for the season of which so much was expected. The cold Spring and the regrettable collapse of the Coronation have combined towards causing the undoubted slump that has taken place in the retail drapery and fancy trades and the season of Spring and early Summer in 1902 will long linger in the memory of the home traders.

* * *

Naturally, stocks have under the circumstances not been turned over, and at the close of the Summer season and on the advent of the Fall openings, most of the firms, big and little, find themselves burdened with many expensive lines, that were bought in with a view to an increased and important demand that has not come off. Here comes the bargain-hunter's opportunity, and in the sales which this year were delayed opening until July 7 absolute sacrifices to clear are being made and there is in many instances little need to buy in job lines for sale purposes, as, unfortunately for most of them, retailers had heavy stocks on hand to clear before the end of the Summer.

* * *

Disappointment at the result of the Coronation season's trade is felt very much by the wholesalers too, but this does not hinder them from making active preparations for the Autumn operations, when a really good season is anticipated as a consequence of the Royal desire, which is understood to be to do everything then to make up for the unfortunate circumstance that have contributed to the present depression.

* * *

Some of the millinery buyers have made their first journeys to Paris; others are due there this week, and report speaks of considerable novelty provided for them in various forms.

Advance models in Autumn styles show that considerable use will be made of long ostrich feathers, that will, in some cases, completely encircle the crown, and will then be long enough to droop considerably over the left brim.

Velvet and silk felt hats that are upcurled or lifted on the left will be treated in this way. The accompanying illustration of a velvet robe, which was made by Paquin for Mdlle. Sorel, the dainty Parisienne, whose toilettes on the Paris stage frequently set fashions, shows also a velvet "Cavalier" hat, which was made by "Carlier," and is trimmed with long ostrich plumes in the way referred to. Much Paradise osprey and fancy feather will be in request, and it is the milliner's odd conceit just now to arrange these and various forms of brush osprey in a reverse way, so that the stem is placed to the back of the hat or toque, and the osprey lies perfectly flat on the crown or brim. Whole birds of Paradise are used to form some of the new models. Heitz-Boyer shows one where a close but well-fitting toque of turban shape has the brim covered with tightly curled osprey in white, splashed with spots of black "Paradis" breast feathers, and the effect is novel in the extreme. The crown is covered in the same way and on the left is a Paradise head erect, from which springs a handsome curved plume of white osprey, this being the only trimming, besides a knot of yellow velvet on the left brim.

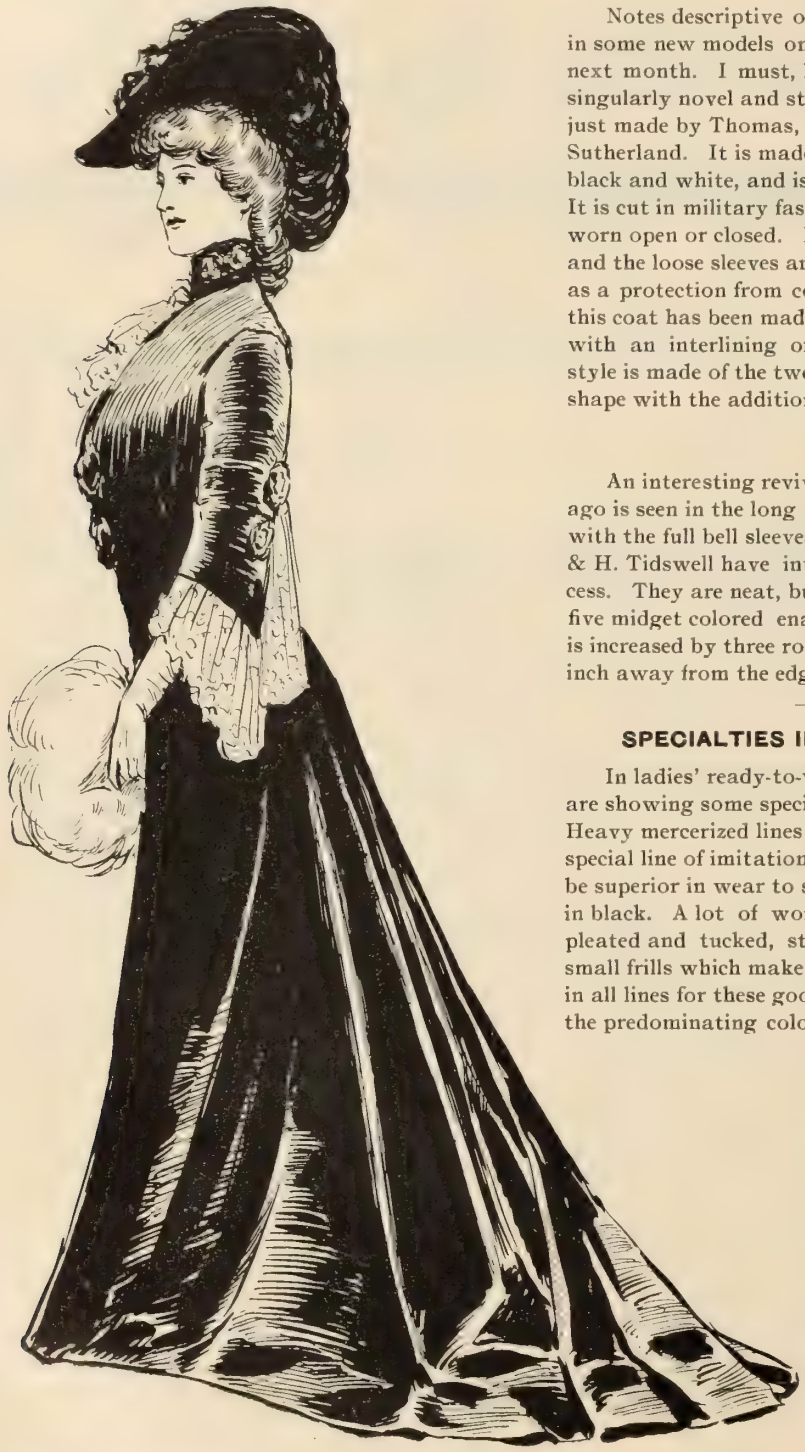
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Whilst on the subject of feathers, it may be noted that novelties include plumes made of floss silk. They are very fluffy in effect, but opinions are divided as to their complete success. As always at this period of the year, birds make their appearance on many of the hat and toque models. White doves, gulls, and dyed birds, natural bodies or made up, are now much in evidence, so too are mercury wings in all colors, the most favored being the bright blue, which was for some time associated this season with bright green in the "Eccosais" blending. These two shades are well used apart, and there is a very decided feeling for the blue. In ready-to-wear felts some very smart styles are already showing. One good idea is a Spanish turban that sits well down on the head and is in bright blue French felt. The brim is banded through the centre with a two-inch fold of darker blue piece-velvet, and a similar band is laid around the low crown. From this there arises at the left and right sides a pair of shaded blue mercury wings, their points coming well over the back, and the stems starting from steel and mother-of-pearl circlets at each side of the head band. Extremely smart styles are done in white felt capelines, folded or indented to form novel variations of the long popular "Marquise" or "Tricorne." Others are so

folded that they describe something of the Amazone or long turban shape in front, and are stylishly folded over at the back in pleated curtain or flap fashion.

* * *

Tube brims are employed in various new ways in the new season's smooth and rough felts. A stylish pattern in a ready-to-wear style is in a white French felt Amazone with a sloping front formed of three tubes, tied in with narrow navy cords. A seagull is placed flat on the crown with the head well forward on the front brim, and the tail pointing to the back, which is ornamented with a square bow of folded navy velvet placed across the sloping brim. Napped cloths, that imitate furs, are being shown, and it remains to be seen if they achieve complete success. Long hair and rough effects were so overdone last year that these new cloths may be hampered by the recollection, but they are certainly very beautiful goods —in delicate tints of fawn, and grey and clear white or ivory they are very attractive and their glossy finish is soft in the extreme. One style shows black imprints on the white napped cloth as an ermine effect, this like all the other fur cloths being done in squares or plateaux for crowns in addition to cut lengths.



Specially drawn and engraved for THE DRY GOODS REVIEW.

A Black Velvet Robe and Picture Hat Made by "Paquin," of Paris.

* * *

Notes descriptive of Fall costumes and coats as evidenced in some new models on view this week must be deferred until next month. I must, however, find time to describe here a singularly novel and stylish tailor-built motor or driving coat just made by Thomas, of Brook street W., for the Duchess of Sutherland. It is made of the celebrated Sutherland tweed, in black and white, and is lined with silk to the waist line only. It is cut in military fashion, like an officer's wrap, and can be worn open or closed. It is held in at the back with a strap, and the loose sleeves are also held in at the wrists with straps as a protection from cold winds. For additional protection, this coat has been made by Thomas for long-distance drives with an interlining of chamois leather. A cap in military style is made of the tweed and this is in the regulation officer's shape with the addition of a detachable hood at the back.

* * *

An interesting revival of a fashion in vogue some 20 years ago is seen in the long gauntlet cuff of white linen to wear with the full bell sleeves now so much the mode. Messrs. E. & H. Tidswell have introduced them with considerable success. They are neat, but very smart in effect, and fasten with five midget colored enamel or ivory studs. Their smartness is increased by three rows of corded stitching set in lines an inch away from the edge.

A. MEEHAN.

SPECIALTIES IN READY-MADE GARMENTS.

In ladies' ready-to-wear garments, John Macdonald & Co. are showing some special values in underskirts for Fall wear. Heavy mercerized lines in black are selling well. They have a special line of imitation silk with high finish and report it to be superior in wear to silk, which is also selling well, mostly in black. A lot of work is put on these garments, which are pleated and tucked, strapped, brier stitched and numerous small frills which make them look very pretty. The demand in all lines for these goods is better than ever before. Black is the predominating color, colored goods being practically off.

Dress skirts are having a large sale in the various styles. Colors are mostly dark greys, navys, heather mixtures, and browns, in ladies' cloth, homespuns, venetians and zibeline basket cloth. A lot of trimming is still being put upon skirts.

Blouses or ladies' shirt waists are shown by John Macdonald & Co. in great variety for Fall wear, in lustres, in navy and white, cashmeres in blues and reds. French flannel, which makes a pretty waist, is shown in many patterns in spots and figures. They have a large assortment of waists in black mercerized goods, in medium and fine quality, tucked and hemstitched with embroidery, which sell well.

Wrappers in all styles and in great variety are shown at strikingly low prices.

Boys' suits in meltons and serges, fine and medium quality, are reported by John Macdonald & Co. to be good sellers.

AS OTHERS SEE US.

Opinions of English Manufacturers Regarding Canadian Trade.

CANADIANS are wont to complain that the British manufacturer is too apt to be conservative in his business methods. A Canadian journalist, in conference with an English manufacturer, who is at the same time an extensive traveller, stated in detail the complaints of jobbers in this land in reference to English manufacturers. After his return to England, this manufacturer placed the journalist's arguments before a number of influential business men in the north of England, and collected various opinions which throw considerable light on phases, as yet unnoticed, of the so-called conservative business methods of British manufacturers. Some of the opinions hit Canadians rather severely, but medicine, however unpalatable, is sometimes good for us.

SOMEWHAT PUZZLED.

One manufacturer thus expressed himself: "It is all very well to sit in Canada and write letters about our blundering, etc. The Canadians ought to come over here and see if they can manage our works better than we. The Canadian buyers place such small orders that it does not pay. Then, again, they require such a long date on their goods. I can do better in other countries, and get a quicker return for my money, so can you blame me for not catering to the Canadians?"

IMPROPER COMPARISONS.

Another manufacturer, evidently of the slow-but-sure type, stated: "It is no use comparing the United States and Canada with the Old Country, as they have untold resources in the country which we have not. American goods are not as durable as English, and are not, in many cases, worth buying. America is straining herself to capture the universe. We have seen what Germany has done in trying to do the same thing, so give me the British plodder."

PREFERENTIAL TARIFF SHEETS.

One manufacturer experiences difficulty in the matter of preferential tariff sheets. He says: "Supposing a Canadian buyer comes into England. He makes the offices of a certain firm of shippers his headquarters; he places an order, and instructs the manufacturers to send the goods to the English shipping office for packing. How should the tariff sheets be made out? Should the goods be entered by the manufacturer as being sent to the shipping office for shipment to ———? or should the manufacturer make the tariff sheets out for the ultimate destination of the goods?"

TECHNICAL KNOWLEDGE OF CANADIAN BUYERS.

Another manufacturer is inclined to believe that Canadian methods are not beyond reproach. He puts forward the plea: "The majority of Canadian buyers who come over here have no technical knowledge of the goods they buy. They do not indicate what kind of goods they require; they cannot express themselves so as to give a manufacturer an idea to work upon. They can tell if a thing will sell or not if they have it before them, but they are utterly at a loss to convey to the manufacturer here what is the kind of goods for which they are looking. The Canadian trade is done at a different time from any other. Special samples and styles have to be made. What is good for Canada is of no earthly use elsewhere. The buyers have a habit of dropping in on the manufacturers without warning, and expect everything to be in readiness so that they can place their orders straight off the reel and get away home again. One buyer who had been in the country for a few weeks wrote on the Thursday to have special samples made ready to take back with him, as he was sailing on the Saturday's boat. How was it possible for this to be done?"

A MAGNIFICENT (?) ORDER.

A manufacturer who evidently did not find United States custom profitable thus delivered his views: "I am afraid the Americans are having us British manufacturers for the fool. A little over a year ago I was asked by a United States house to make special patterns. If suitable, there would be a large order for me. I made special patterns and did my utmost to cultivate the trade. What was the result? I spent over £50 in making the samples. I got a magnificent order from these samples to the value of £46 2s., along with a letter saying that further orders were expected to follow, but they never came. So, you see, I was £3 18s. to the bad over the transaction. I also discovered that my samples had been given to an American manufacturer to make at a less cost. The Yanks require a lesson. 'Honour thy neighbour that thy days may be long in the land, etc.' I have had about enough of America."

WHAT AMERICA OWES TO ENGLAND.

A manufacturer of the type, that sees "the laws are out of joint," stated: "America is now reaping from the seed which we have sown. England is credited with holding the man (Arkwright) who invented the spinning jenny; there are several other things for which the Americans owe us a debt of gratitude. We do not stand on the same footing as our American cousin Our ports are open; his ports are practically closed. I know one firm that lost £3,000,000 through the McKinley tariff coming into force. Here, in England, we are obstructed by trades unionists. An American is allowed to work five machines; here, the unions will not allow a man to work more than one machine. Our fiscal policy is wrong. We require better laws. The working class have had laws made to their liking the last few years. Consequently the trade is leaving the country. America is a new country; the people have new ideas. I would like to ask the American what he has to say about those rubbishy railway locomotives they sent over here quite recently? The workmanship and quality were awful; they burned more coal and were much more expensive to run than the English-made article. I would also like to ask the American if he can beat us in cotton spinning? I defy anyone to find better equipped or better managed cotton mills than those of Lancashire. Our patent laws are all wrong. They require considerable revision."

WAKE UP, JOHN BULL!

One manufacturer believes that the Prince of Wales has sounded the keynote. He says: "The Prince of Wales has evidently received some benefit from his recent travels; his cry is 'Wake up, John Bull!'"

A LABOR LEADER'S VIEWS.

A labor leader is under the impression that he has discovered the secret. He remarks: "If our masters provided healthy well-lighted mills for our toilers to work in, I have no doubt but that we should have a healthier, smarter, and more attentive workman. Our masters prefer to stay in the old mills that their grandfathers used before them; they are old, badly lighted, unhealthy. Now take the Westinghouse Co., of Manchester; they are an American firm with go-a-head ideas;

they have recently built a model workshop in Manchester. The managers there state that the British workman governed by an American master in England is far preferable to an American workman under similar conditions in America."

A CRITICAL STAGE.

Another manufacturer deplores the conservatism of the English, thus: "We are a long way behind in England; we are letting the Americans and Germans turn us out of our own homes. I go down the street and what do I see?—almost everything of American or German make. I go to have my hair cut; the barber uses clippers made in U. S. A. I go to a boot shop and find an up-to-date place retailing boots made in U. S. A. Everywhere I turn I see "Made in U. S. A." or "Made in Germany," stamped on a number of articles exposed for sale. Our fleets are captured; our works bought up; Americans are building works here. In fact, England will be little more than U. S. A. across the sea, in a very short time.

"The American consuls at various cities abroad are sending home valuable information. I know one firm of American reaping-machine makers who turn out more reaping machines than all the English makers combined. We are just at a critical stage in England; it is either sink or swim. The American is gifted with a greater spirit of individuality and originality than we are. I have travelled through several countries, and have been struck by the fact that we are so far behind. Down in Staffordshire, women and girls are employed making chains, bolts and nuts, etc., by hand. This is very much behind the times. I have in my works an American machine which turns out 15,000 bolts per day. How many women would it take to make a like number in the same time?"

With all these opinions thus collated, the English manufacturer thus concludes his letter to the Canadian journalist in question: "Of course, these are a few of the opinions expressed by the people with whom I have argued our subjects. With some of them I agree; with others I do not. I send them to you to give you an impartial and an average opinion of the British manufacturer with regard to his Canadian brother and his American cousin."

SPECIALTIES IN SILK AND EMBROIDERED GOODS.

K. Ishikawa & Co. have now in stock white and black corded silks, Shantung pongee, white and black China silks and Japan taffeta in all widths and qualities.

Fall goods are now coming in. They have a complete assortment of silk handkerchiefs and silk mufflers for men, colored and fancy handkerchiefs for ladies and children, art embroidery goods, comprising drapes, chair scarves, table covers and cushion tops for September 1.

PING-PONG CORSETS.

An English corsetmaker, speaking on the subject, in the course of a newspaper interview, said that ping-pong has had a most decided effect on his business, and stated that he was seriously considering the advisability of making a specialty of ping-pong corsets. "You would be surprised," he said, "were I to tell you of the number of ladies who have complained to me that their corsets were not so strong or so well made as formerly. The fact of the matter is that the great craze is responsible for all this. In every instance the corsets have given away in the same place, and during the progress of the game. There is only one remedy, and that is to build a corset specially with the intention of withstanding the peculiar strain which causes the splitting.

Three big ranges of English reversible flannelettes, shown in Brophy, Cains & Co.'s linen department, to retail at 12½c., should be looked after by the trade.

A DRY GOODS MERCHANT KILLED.

A VERY sad accident occurred on Sunday, August 3, in Montreal, resulting in the death of Mr. J. R. Paquin, of J. R. Paquin & Co., a well-known dry goods merchant, of Westmount. Mr. Paquin, with his wife and four children, was in a street car on his way to Sault au Recollet, where he was going to look over a house he intended to rent. As the car struck a switch it left the track, and Mr. Paquin picked up one of the children and jumped off the car. He was coming back to the car again when it backed up and he was caught beneath the truck of the front wheels and crushed to death. His neck and left arm were broken and his side was crushed in.

The accident was all the more terrible in that the wife and children were eye-witnesses. The greatest sympathy is being shown for them. Mr. Paquin's business at 4114 St. Catherine street, Westmount, was a thriving one, although not long established, and he was one of the most popular merchants of the locality. He was 38 years old.

PARASOLS AND UMBRELLAS FOR SPRING 1903.

The travellers of Brophy, Cains & Co. will shortly be out with full ranges of parasols and umbrellas for Spring 1903, comprising the largest and finest assortment of handles and cloths they have ever shown. All goods are positively guaranteed. They are showing special exclusive lines in all popular prices, and intend still further increasing what is already one of their important departments.

POPULAR LINES OF DRESS GOODS.

In dress goods, The W. R. Brock Co., Toronto, report canvas-weave and mill cheviots to be very popular; zibelines, cashmeres and albatross are still holding very firm. There is a good demand for embroidered cashmeres, they being sold more for waists than are flannels. In black silks this is their banner year, the business being done largely in taffetas and peau de soies, taffetas being sold mainly in 36 in. In black goods, plain poplins and satin cloths are getting most of the trade.

A noticeable feature this year is that business is confined to a few lines; colors strictly up-to-date can be handled in four or five varieties.

There is a tendency for lighter-weight material for ladies' gowns for the coming season.

FLEECED PRODUCTIONS.

The W. R. Brock Co., Limited, Toronto, find fleeced goods becoming more popular. They are extending their lines and can now offer childs' fleeced combinations, men's fleeced nightgowns, childs' fleeced waists, ladies' vests and drawers, and their line of men's fleeced underwear. Have you seen their "Plunder" this year to retail at 50c., or their "Kimberly" at 45c.? Both lines will please your customers and give you a good profit.

FOR WET WEATHER.

The W. R. Brock Co, Toronto, show a fine range of ladies' and men's rainproof and showerproof garments. The styles are too numerous to enumerate. They are correct and good value. Their men's I.R. coat in grey covert, to retail at $2.25, called "Leader," captures all the orders. This, with their grey covert called "Dawson" and fawn called "Yukon," to retail at $3, cannot be beaten for value, fit or make-up at the price. In ladies' mantles and three-quarter coats, nothing newer or more effective can be had than those shown by The Brock Co.

EVERY MILLINERY OPENING

Brings us New Faces, More Friends, Increased Trade.

This season we have LISTER'S Black and Colored Silk, Miror and Panne Velvets in over 60 shades for you to select from.

Velveteens for Hats and Toques

All colors and qualities that the trade demand. They are **WORRALL'S** dye and finish, therefore **THE BEST.**

Three ranges of Fancy Printed Blousing Velvets, very choice goods, exclusive designs.

Two ranges of Wide Wale Corduroy Costume Velvets, in all the leading shades.

Silk-Tucked Lisse Insertion, for Blousing and Millinery purposes.

Velvet Ribbons, Silk Ribbons, Satin Ribbons,

Fancy Ribbons, Bebe Ribbons.

We have very handsome Strappings and Trimmings, Laces and Embroideries.

Shipments coming forward every week, right up-to-date goods.

Black and Colored

TAMOLINE, MOIRE, TAFFETTA, and FANCY SILKS.

Fancy Woolens

Knitted Shawls, Gaiters, Bootees, Infantees, Tams, Gloves and Hosiery.

BROPHY, CAINS & CO., Montreal

Fur Dyeing and Dressing in Canada.

Its Methods and Features.

FUR dyeing in Canada, while not so large as to be considered a leading industry, is nevertheless so unlike all others that it derives an importance from that fact alone. Added to this, that with the growth of the country in wealth and population, in which every loyal Canadian confidently believes, there must be a big future before the fur-dyeing and dressing business. For it is not to be supposed that while Canada produces the furs her business men are going to allow English and American dyers to buy the raw skins, dress and dye them, fashion them into coats, capes or other garments, and sell them again to the Canadian people. This is done now to some extent; but our own dyers are gradually absorbing all the home trade, as well as dyeing and finishing skins from foreign countries to the extent of about $1,400,000 worth of raw skins per year.

SECRETS OF THE TRADE.

The great fur-dyeing factories of Canada are in Montreal. To walk through one of them is most interesting, but not a bit instructive to the uninitiated, for the fur-dyer is not a man who wants the world to know how he does his work; and, while he cheerfully answers general questions, anything in respect to the dyes, their ingredients and manufacture, the purposes of each and the details of the treatment of the furs he will not speak of very freely. This is doubtless due to the fact that each dyer has his particular method of treating certain furs, somewhat different from others, and their little secrets are very carefully guarded.

SEALSKIN DYEING.

All kinds of furs are handled in Canadian dyeing works except the Alaska seal. The real seal dyeing and finishing is done in England alone, and, although many experiments have been made and are still being made by dyers in other countries to learn the secret of the English dyer, they have so far been failures. The chief difficulty, according to those who have tried to handle the seal fur, lies not in the coloring, but in the plucking. The long hairs of the seal must all be pulled out before the fur presents the soft, tufty surface we look for in sealskins; and this work must be done evenly all over the fur. Sometimes the hair breaks off short, and sometimes the under-fur is plucked out, presenting an uneven surface which spoils the fur. There are machines in use in England and in the United States to do this work, but it is the opinion of those well versed in the subject that no machine can produce the results that a competent workman can by plucking by hand.

DYEING PROCESS DIFFICULTIES.

But the dyeing process also presents great difficulties. It is not the coloring of the surface fur that makes the dyers of the world almost despair. This can be produced easily enough, and many are the skins that are dyed in imitation of seal which present almost the same appearance at first glance as the real seal. But how that golden brown color, that lies under the surface, nearest to the leather, is produced passeth all understanding—at least all understandings but that of the gentleman in London who does the seal dyeing for the world. Some persevering dyer may find out in the future, but, in the meantime, we must let the Englishman do the work for us.

SCARCITY OF SEALSKINS.

Sealskins are becoming scarce, in spite of the efforts to protect them. The real Alaska seal is already very scarce, and the prices paid for jackets and coats of this fur are too high to make the possessing of such a garment a luxury to be enjoyed by any but the wealthiest people. Two or three other grades of sealskin—Copper Island, Northwest Coast, etc.—have also splendid wearing qualities; but, although scarcely different from the Alaska seal when new, they lose the rich appearance of the latter after being worn some time.

Now and then someone has a sealskin or two which he wants dyed, and, as the cost of sending them to England to be treated would be too great, they are handed to a Canadian dyer. Apart from this, there is no real seal dyeing in Canada.

INITIATORY PROCESSES.

When the fur-dyer and dresser receives the skins, he first soaks them in large vats of water until they become soft and pliable. They are then worked on beams before being sent to the scraping table. The first scraping does not require any practical knowledge, and, if not performed by machines, is done by one of the ordinary laborers about the place who has had few experiences in the work. The second scraping, which puts the fine finish on the leather, requires a good deal of skill. It is, in fact, a trade of itself. The leather must be cut down perfectly even all over the surface. If the paring were continued too far in places or not far enough in others, the resulting thinness and thickness would ultimately lessen the value of the piece.

RACOON SKIN DYEING.

The commonest fur with our dyers and finishers is the racoon. This has been a favorite fur with men for many years, but it is not so long since it has been generally worn by women. Now, however, it appears to be becoming fully as well liked for ladies' jackets. The number of racoon garments in use can perhaps be imagined, when we learn that one Montreal dyer, H. R. Gutheil, handled 150,000 of the skins alone last year. The racoon skin is a hard one to treat. Such a variety of light and dark shades are included in a skin that a great deal of care is necessary to bring these to the desired color. The tails are left in their natural state, and are never dyed.

THE MAKING OF TAILS.

The manufacture of tails in different furs, it might be here stated, is common. A piece of the fur is cut out and sewed around a stout cord. These are much used for ladies' capes and muffs.

THE SKINS OF PERSIAN LAMBS.

Persian lamb and grey lamb are dyed, but not to change the color. The Persian lamb's wool in its natural state lacks that lustre which we see in garments of the kind, and it is immersed in a black dye for this purpose. The leather, which is also dyed a blue black, is in its natural state as white as that of the grey lamb. Grey lamb is rarely dyed black. In some cases, if a wholesale merchant should have a grey lamb-skin a little off color, or not matching with the rest, it is sent to be dyed; but the result is never satisfactory. The perfectly black color cannot be reproduced, and the general appearance of the fur is different to the Persian lamb.

Sheepskins are imported from Asia to a great extent to be dyed and combed into imitation of buffalo. The real buffalo robes or coats in use are very few, and are not increasing.

But a certain kind of sheep, with long, wavy wool, provides most of the "buffalo" robes we see now.

OTTER SKIN DYEING A FINE ART.

Otter is a fur which requires all the dyer's art to color well. This is not placed in the vat, but requires the more artistic treatment of "tipping." This is done with a brush, dipped in whatever dye the fur takes, and only one who has carefully studied all the color effects in the natural fur can make a success of the "tipping" process. The light parts are toned down to the same shades as other portions of the fur, and it is easy to make a mistake. Great care must, of course, be exercised to keep any of the dye from coloring the fluffy fur under the long hairs.

SOME OTHER SKINS.

Fox, of course, is largely used, and it is by no means the easiest fur to dye. The red fox, in its natural color, requires tipping; but when dyed a sable or other color, is merely submerged in the vat and colored all over to a certain shade. The blue fox is a fur which hardly receives its due from furriers or dyers. This, if it could be dyed properly, would no doubt sell well; but no satisfactory dye has yet been brought out for blue fox. Dyers are continually on the lookout for something to produce a certain shade, or a novelty in fur color, but the blue fox has not been paid much attention. The result is that furriers are not as ready to recommend blue fox as some other furs.

Rarely are the skins of domestic animals dyed. Dogskin caps, of course, are very common, but this is used in its natural state—too cheap for the operation of dyeing.

Kangaroo, wombat, rabbit and several other skins are imported here from Australia and several other countries. We also get a good number of squirrel skins from England. These furs are all dyed and finished here.

Our own bears, the grizzly, brown and black, also help to furnish us with furs, but only to a limited extent.

NOTES OF NORTHWEST TRADE.

IMPROVED WEATHER BRINGS IMPROVED TRADE—BRIGHT CROP OUTLOOK—PAYMENTS.

From our Own Correspondent.

WINNIPEG, July 19, 1902.

DRY GOODS trade in the West presents few new features. Since last writing the weather has been almost continuously fine and warm, so that sorting trade has been brisk in all Summer lines.

Jobbers still have considerable stocks on hand, and a special effort will be made to clear them out this coming week, when large numbers of merchants will be in from as far west as the Rockies. All the jobbing houses of the city have got the remains of their Summer stocks in shape for such selling, and all their travellers are in off the road prepared to entertain their numerous guests. All indications for Fall trade are good, and travellers in for Fair week report a most satisfactory trade in nearly every line.

In spite of an undue amount of wet weather the crops throughout Manitoba and the West generally are in good condition and fully as well advanced as they were at the same date last year. There are some small districts where there is an exception to this rule, but they are not large enough to cut any material figure in the country.

Another two months of fine weather will see a most bounteous crop harvested in good condition.

Paper is a little slow, but that is not unusual at this season of the year.

Knox, Morgan & Co.

Wholesale Dry Goods, HAMILTON, ONT.

New and attractive exhibit of

FRENCH FLANNELS

60 choice patterns—retailers' 50c. line. Can deliver now. Send for samples.

SHAWLS SHAWLS

Knitted, Square and Umbrella Styles in Cream, Black, Pink, Red, Chinchilla and White, to retail at 50c., 75c., $1.00 and $1.25. Also full line of Wool Wraps, Wool Longs and Velvet Reversible Shawls. Prices at from 50c. to $5.00. Our special wrap at $1.00 is a live line.

SWEATERS—Boys' and Men's at popular prices. Our makes and values have brought a large increase of business to this department.

SHIRTS and DRAWERS—Unshrinkable and Elastic Ribs are having a big run. It will pay you to repeat these goods early.

LETTER ORDERS RECEIVE SPECIAL ATTENTION.

CARPET MEASURING FOR IRREGULAR ROOMS.

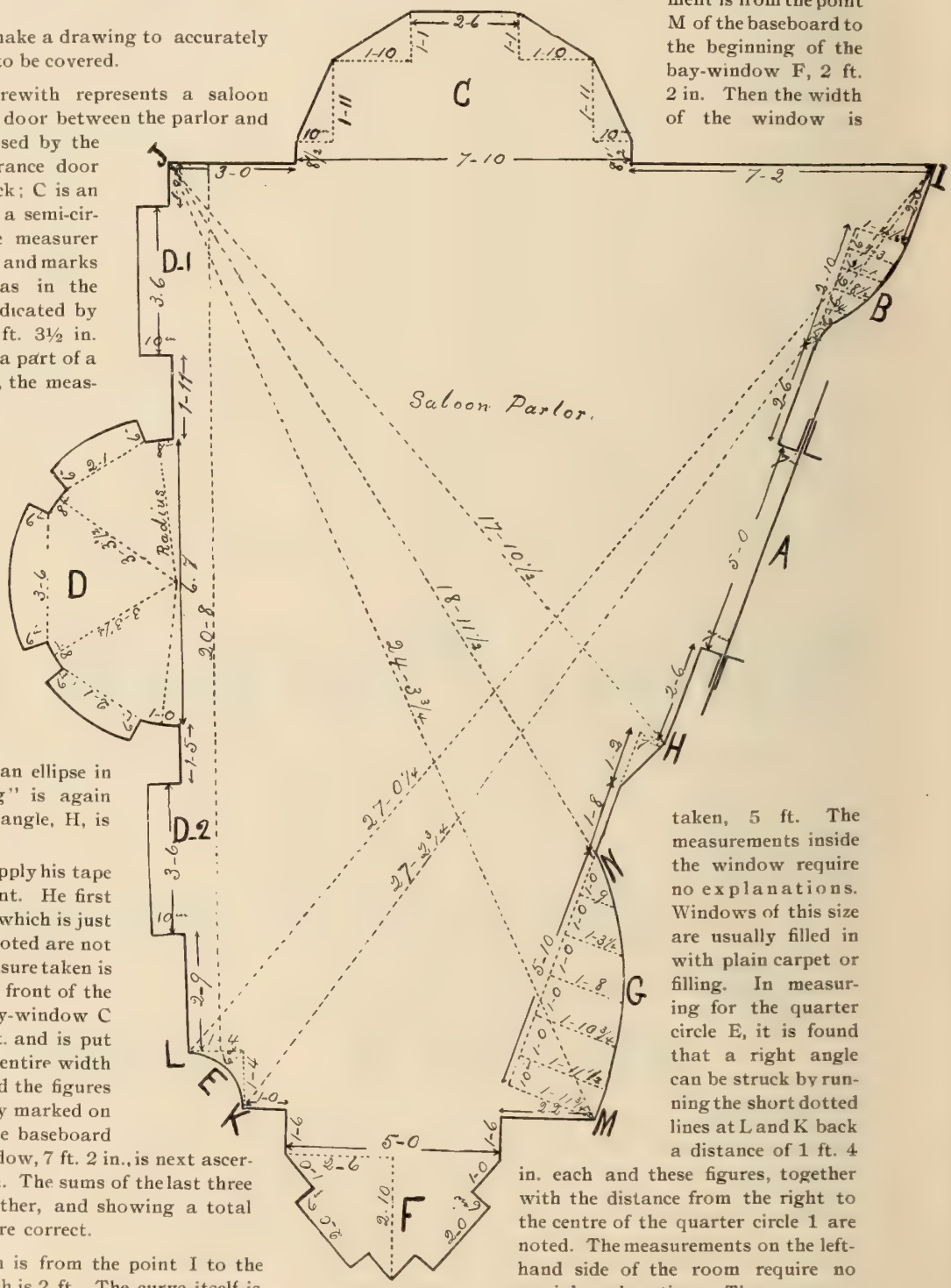
TAPE measures are often incorrect and cause considerable unnecessary trouble and expense. The tape of the measurer should be compared with the tape of the carpet cutter.

To measure a carpet, first make a drawing to accurately represent the shape of the floor to be covered.

The diagram presented herewith represents a saloon parlor. The letter A indicates a door between the parlor and the hall; B is an ogee curve caused by the hall being narrower at the entrance door than it is a few feet furthur back; C is an angular bay window; and D is a semi-circular one. In such a case the measurer ascertains the radius of the circle and marks the figures on the diagram, as in the instance in which the radius indicated by the dotted lines is seen to be 3 ft. 3½ in. When the window will not form a part of a perfect circle, as in the case of C, the measurer "squares off" the space in the manner shown in the diagram. D-1 and D-2 are windows of the ordinary kind. W2 is a quarter circle which is measured as D is, excepting that the dimensions are taken from the outside instead of the inside of the circle; F is a triangular bay-window. In measuring, this "squaring" is again resorted to, as shown by the dotted lines, which represent a space of 2 ft. 6 in. in one direction and 2 ft. 10 in. in the other. G indicates a portion of an ellipse in which the process of "squaring" is again utilized, and the part of a triangle, H, is treated in the same manner.

The measurer now begins to apply his tape line at the front of the apartment. He first measures the total breadth there, which is just 18 ft., but these figures although noted are not placed on the plan. The next measure taken is from the left hand corner of the front of the room to the point where the bay-window C begins. This proves to be 3 ft. and is put down on the diagram, then the entire width of the bay-window is taken, and the figures 7 ft. 10 in. thus obtained are duly marked on the plan. The distance from the baseboard on the right hand side to the window, 7 ft. 2 in., is next ascertained and placed on the diagram. The sums of the last three measurements being added together, and showing a total of 18 ft., prove that the figures are correct.

The next measurement taken is from the point I to the beginning of the ogee curve, which is 2 ft. The curve itself is divided, as shown by the dotted lines in the diagram. In this instance one of these spaces measures but 4 in. in one way, while the other 5 measure 6 in. each in the same direction. Then measuring from the line of the baseboard to the angle formed by the dotted lines, the distance is found to be 2 ft. 10 in. The depth, measuring down the dotted line, is 1 ft. 4½ in. Six in. further along another measurement is taken, and proves to be 1 ft. 3 in. The same process is repeated at the points indicated by the short dotted lines, and all the measurements so obtained are duly transferred to the diagram. The distance from the ogee to the door, 2 ft. 6 in., the width of the door, 5 ft., and the distance from the door to the point H, are all marked down separately on the plan. The angle F H being square is seen to be 7 in. deep and 1 ft. 2 in. long. The ellipse G is marked off in the same manner as the ogee curve, excepting that being larger than the latter the spaces between the lines are made wider. The next measurement is from the point M of the baseboard to the beginning of the bay-window F, 2 ft. 2 in. Then the width of the window is taken, 5 ft. The measurements inside the window require no explanations. Windows of this size are usually filled in with plain carpet or filling. In measuring for the quarter circle E, it is found that a right angle can be struck by running the short dotted lines at L and K back a distance of 1 ft. 4 in. each and these figures, together with the distance from the right to the centre of the quarter circle 1 are noted. The measurements on the left-hand side of the room require no special explanation. The measures of the entire length of the sides of a room and widths of the ends must be compared with the sums of the short measures taken, as was explained in referring to the measurement of the front of the parlor. In measuring a square room, in which the two sides are of the same length and the two ends are of equal width, it is not necessary to take the diagonal measures



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Silk Velvets IMPROVED Finish. Black and Colors. For Millinery and Dress Purposes.

Panne and Mirror Velvets,
Coronation Velvets,
Silk Dress Plush.

As the demand for Silk Velvets is expected to be large,

EARLY ORDERS ARE URGENT.

ECONOMIZE

In Your Trade.

Your goods have become shelf-worn, faded or off color. It is no economy to keep them on your shelves in that condition—only occupying good space. No shopper will buy such goods.

But no need to have them in such condition. Go over your stocks and make up a parcel from out of those goods that will not sell. Send them here and when we have dyed them to some fashionable or staple color you will be surprised how quickly they will sell—just as quickly as your new stocks—not one in a hundred will be able to tell the difference between these refreshened goods and those fresh from the manufacturer.

—This is true economy. You have new stocks to sell.
—You have more money in your pocket.

R. PARKER & CO.,

Dyers and Finishers,

Head Office and Works: 787-791 Yonge Street, TORONTO, ONT.

MONTREAL BRANCH: 1958 Notre Dame Street.

shown in the diagram. Their purpose is to establish to a certainty the onformation of an irregularly shaped apartment.

Thus the line running from J to M is used to prove the triangle formed by the points J, I, M. The line from J to N "proves" the triangle made by J, I and N. The line from T to H proves the angle formed by T, H and I. These diagonal measures must be taken with especial care.

After the measurements have all been placed in the diagram, the next operation in order is to reproduce the plan by chalking marks on the floor of the cutting room, but making this second diagram to correspond in size with the measurements given in the first one. Beginning at the point marked I, the measurer marks out on the floor a straight line running to M, and embracing a distance of 23 ft. 6 in., which is the total amount of all the short measures on the right-hand side of the room. Then sticking an awl through the ring of the tape line at the point M, and measuring diagonally towards J, a mark is made at a distance of 24 ft. 3¾ in. from M. The tape line is then run along from I, 18 ft. (the width of the front of the apartment) to where it joins the line drawn from M, and here the point T is established. The point L is established by measuring from J 20 ft. 8 in. to the point where measurement of 27 ft. ¼ in. from I will meet it. The line from I to L proves the triangle formed by J, I, L. The line from I to K proves the triangle formed by I, K and M. After the points L, J, I, M and K have been marked on the floor and connected by chalk lines, the ellipse curves and bay windows can then be drawn out on the floor by the short measurements, as shown in the diagram.

The next stage in the operations is to lay the border on the floor along the chalk lines which indicate the baseboard of the room to be carpeted. If it is a square one, there will, of course, be only four mitrings required. In an apartment like that represented in the diagram, more mitring is necessary. Some cutters would avoid mitring around the ogee curve; but to make a first-class job, mitring would be obligatory even there.

The amount of mitring essential depends greatly upon the width of the border. A narrow one requires more than a wide border. When the border has been fitted in its place on the floor, the carpet is taken in hand. In arranging it inside the border, care is observed to avoid unnecessary waste of material in matching the breadths, and such odd pieces as may happen to be made in the matching process are utilized as much as possible for filling in around the windows, etc.

When the cutters' labor has been finished the carpet completely covers the diagram on the floor. The border is then basted to the carpet at intervals of a foot, its breadths are fastened together in the same way, and it is then carried to the sewing-room, where the sewers complete the work.

THE MODERN PANAMA HAT.

ITS ORIGIN AND HOW IT IS MADE.

THE cause of the popularity of the Panama hat lies in the beauty of the shape in which, after hundreds of years, it has at last come to be made. For these hats, for 200 and may be 300 or 400 years, have been made by the Indians of South America, but they were all worn up to 1900 in the natural round-crown shape, and had a form that was unendurable save to old men—a circular form with a crease, like the crease in a pair of trousers, running through the centre of the crown.

In 1897, however, an ingenious dealer in Guayaquil, the shipping point of Ecuador, had a few dozen hats braided and blocked in what is termed the fedora or Alpine or tourist shape. These he sent to London, and one of them he presented to the Prince of Wales. Their success was instantaneous and overwhelming.

Panama hats are made by old men, women and little children in the interior of Ecuador—whence the best come—and of Colombia and of Peru. They are woven of the leaves of the screw palm, which the Indians call the jipi-japa (pronouncing it hippy-happa), and which naturalists call the carludovica palmata. It is a stemless species, common in shady places all over Panama, and along the coast of New Granada and Ecuador. The leaves, pleated like a fan, are borne on three-cornered stalks, 6 to 14 feet high. They are about four feet in diameter and deeply cut into four or five divisions, each of which is again cut. The leaves are gathered while young and stiff, and the parallel veins are removed, after which they are split into shreds, but not separated at the stalk end, and immersed in boiling water for a short time and bleached in the sun.

These fibres, which are a half-inch in width and a yard in length, are rolled by the weavers from either edge. They thus become each a yard long straw, round, with two little circles showing on the under side. They are then pressed out flat, and are ready for the process of weaving. They are rolled in that peculiar way in order that they may have no raw edge.

The Indian weavers can work by natural light during only the first hour of daybreak and the last hour of twilight. Through the rest of the day the sun is so warm and the air so dry that the fibres of the palm become brittle and break in the weaving. But at dawn and twilight the air is sufficiently moist to permit of the making of hats of an ordinary fineness, though the extemely fine ones—those that cost from $100 up—are never worked on save by candle light.

The Indians—old men, women, boys and girls—sit on the ground before their little houses to work, the hat block, a wooden sphere, between their knees. Their straw is pliable, and every moment they dip it in water. They begin to weave from the centre of the crown, and their little circular beginning, which is the size of a ten-cent piece, is called the button. By this button an expert can tell where a hat was made, for the Panama of Ecuador has a button of one shape, that of Colombia another, that of Peru another, and those of Jamaica another still.

In keeping the price uniform the importers will suffer now and then, for the market in South America is most unstable. Middlemen run it. They are Swiss and Germans, residents of Guayaquil, who, receiving an order from the North, distribute it among the many Indian weavers of the interior, and collect a commission at both ends. They never guarantee prices. A shipment of hats may arrive from them to-day billed at $50 a dozen and another shipment of the same quality may come in to-morrow billed at $70.

A hat of the very finest quality takes six months in the weaving; its texture is like damask, and its fibres are as delicate as threads of linen. A straw broken, a knot obtruding on the pattern decreases the value of this hat from 50 to 75 per cent. Hence the care the natives use may be imagined.

Woven from end to end by hand, Panama hats cannot be made save by those born and bred to the art. The little children down there are set to work on little native hats of coarse palm fibre as soon as they are six or seven years old. They pursue the work daily, advancing each season to a fibre of finer quality, and in 12 or 13 years—by the time, that is, that they are 20—they are able to make Panamas of a fairly good sort. The majority never become expert enough to weave the finest hats that bring the fancy prices.

The goods come North unshaped and unbleached, which is what the dealers wish, or coated thickly with gum and powdered sulphur, which is undesirable. This coating must be washed off, and the process requires two or three days' time. Perhaps one of the strongest features of the Panama hats is the fact that their capability for shapes are limitless. The fedora and the cow-puncher may be said to represent the staples and the freaks. As a Summer hat, they are without a peer. Stylish, jaunty, they find favor everywhere.

The "DORCAS" Thimble



Made in three parts
The inner & outer STERLING SILVER
And the intermediate STEEL
HORNER'S PATENT
THE MOST POPULAR THIMBLE OF THE DAY
May be had from
H. PEARCE, 1667 Notre Dame St., MONTREAL.
DO YOU STOCK THEM?

Sole Manufacturer, CHAS. HORNER. 29 Vyse St., BIRMINGHAM, ENG.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.
Artistic Designs Furnished.
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Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
274 & 276 CHURCH ST., NEW YORK.
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MANUFACTURERS

Pure Woollen Goods

Wheeling Yarns
Overcoatings
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DIGNUM & MONYPENNY
Toronto and Montreal
Sole Selling Agents.



K. Ishikawa & Co.

Manufacturers and Importers of

Japanese Silks,
Silk Handkerchiefs,
Rugs and Mattings.

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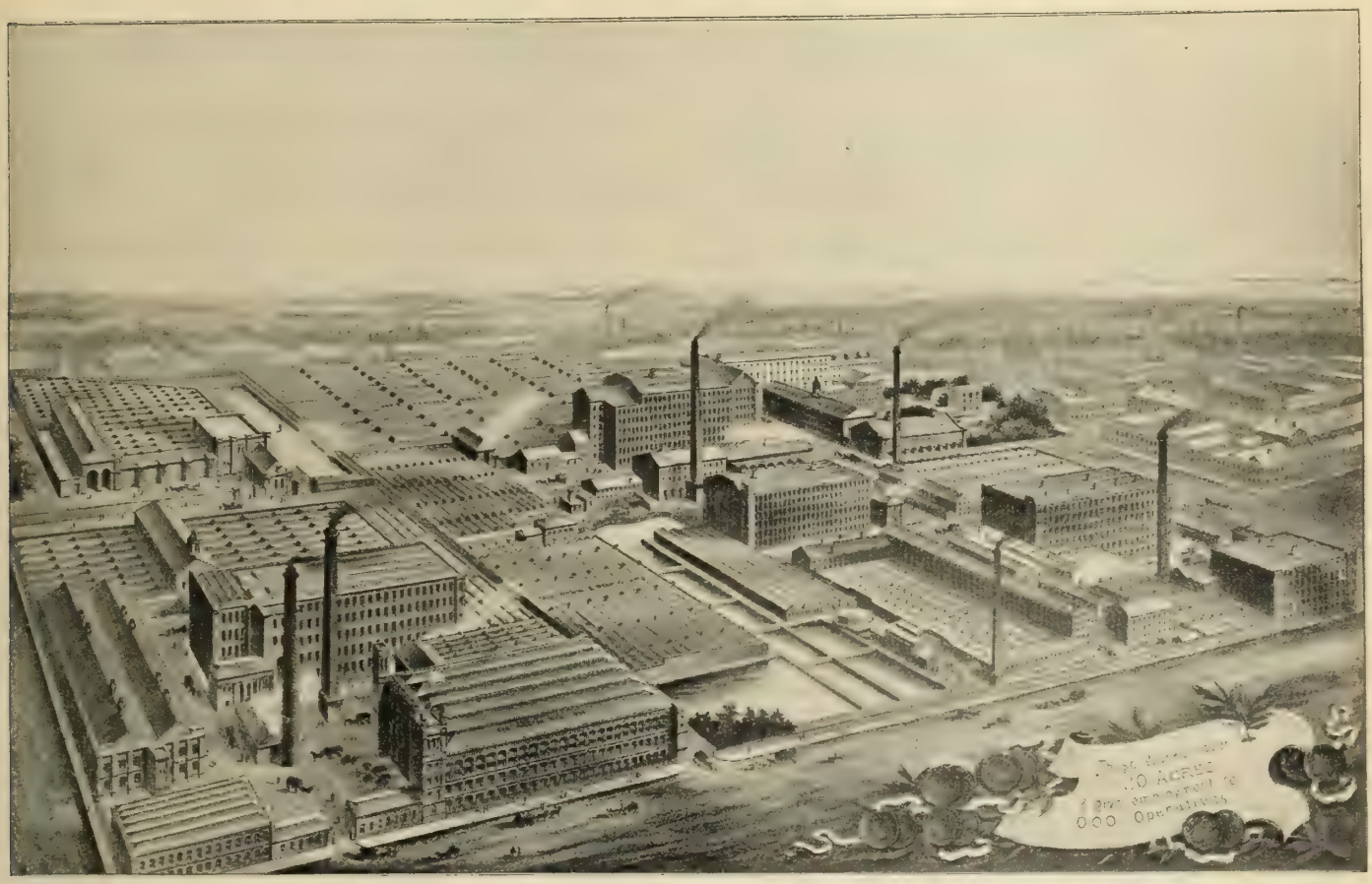
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Dress Fabrics

Large Stock Carried in Toronto.
Import and Stock Orders Carefully Filled.

Horrockses, Crewdson & Co.

LIMITED

COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, 107 PICCADILLY, MANCHESTER,
5 LOVE LANE, LONDON, E.C.
7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.

REQUISITES FOR SUCCESS IN BUSINESS.

By Andrew Carnegie.

THE secret of success is a simple matter of honest work, ability and concentration. There is no question about there being room at the top for the exceptional man in any profession. The problem is how to get there. The answer is simple: Conduct your business with just a little more ability than the average man in your line. If you are only above the average your success is assured, and the degree of success is in ratio to the greater degree of ability and attention which you give above the average.

There are always a few in business who stand near the top, there are always an infinitely greater number at and near the bottom. And should you fail to ascend the fault is in yourself. Those who fail may say that this or that man had great advantages, the fates were propitious, the conditions favorable. Now there is very little in this; one man falls in the middle of the stream which he tries to jump, and is swept away, and another tries the same feat and lands upon the other side.

Examine these two men. You will find that the one who failed lacked judgment; he had not calculated on the means to the end; he was a foolish fellow; he had not trained himself; he could not jump; he took the chances. He was like the young lady who was asked if she could play the violin, and who said she "did not know; she never tried." Now, the other man who jumped the stream had carefully trained himself; he knew about how far he could jump, and there was one thing "dead sure" with him, he knew he could jump far enough, at any, rate to land at a point from which he could wade ashore and try again. He had shown judgment.

All pure coins have their counterfeits; the counterfeit of business is speculation. A man in business always gives value in return for his revenue, and thus performs a useful function. His services are necessary and benefit the community; besides, he labors steadily in developing the resources of the country, and thus contributes to the advancement of the race. This is genuine coin. Speculation, on the contrary, is a parasite fastened upon the labor of business men. It creates nothing and supplies no want. When the speculator wins he takes money without rendering service or giving value therfor, and when he loses his fellow-speculator takes the money from him.

It is a pure gambling operation between them, degrading to both. You can never be an honest man of business and a speculator. The modes and aims of the one career are fatal to the other. No business man can honestly speculate, for those who trust him have a right to expect strict adherence to business methods. The creditor takes the usual risks of business, but not those of speculation. The genuine and the counterfeit have nothing in common.

That 95 per cent. fail of those who start business upon their own account seems incredible, and yet such are said to be the statistics upon the subject. Although it is said that figures will say anything, still it is a fact that the proportion is very great. Do not think that I wish to discourage any one from attempting to be his own master and having a business of his own. Very far from it. Besides, the coming business man is not to be discouraged by anything that anybody can say.

Now, what may be claimed for business as a career is that the man in business is called upon to deal with an ever-changing variety of questions. He must have an all-round judgment based upon knowledge of many subjects. It is not sufficient for the great merchant and business man of our day that he knows his own country well, its physical conditions, its resources, statistics, crops, waterways, its finances, in short, all conditions which affect not only the present, but which give him data upon which he can predict with some degree of certainty the future.

He must possess one of the rarest qualities; he must be an excellent judge of men; he often employs thousands, and knows how to bring the best out of various characters; he must have the gift of organization; he must have executive ability; must be able to decide promptly and wisely.

No professional life embraces so many problems, none requires so wide a view of affairs in general. I think, therefore, that one may justly and fairly say for the business career that it must widen and develop the intellectual powers of those who follow it.

On the other hand, the professional career is immeasurably nobler in this: that it has not for its chief end the mere aim of money-making.

To make money is no doubt the primary consideration with most young men who enter it.

I think if you look into your heart you will find this to be true. But, while this may be the first, it should not be the last consideration. There is the great good which a man can do in developing the resources of his country, in furnishing employment to thousands, in developing inventions which prove of great benefit to the race and help it forward. The successful man of affairs soon rises above the mere desire to make money as the chief end of his labors; that is superseded by thoughts of the good he does in the line which I have just mentioned.

A NEW HAT BOX.

The tendency of the times is to be always demanding something new, and in this regard enterprising manufacturers, etc., are endeavoring to supply the demand. A year or so ago such a thing as a pyramid folding hat box was almost unknown, and people had to be content with the old style round or square bandbox, which was appalling in its bulk. The Dominion Paper Box Co., of 38-40 Adelaide street West, Toronto, have come nobly to the rescue in this respect. To-day over 1,000,000 of these pyramid hat boxes are in use, and the demand is steadily increasing. The main feature of the box is its shape, the four sides converging to a point. In this manner the hat is held firmly in place and cannot shake about, nor does it make any difference if the box is upside down. This convenience in travelling can be more easily imagined than described. Nor does the benefit of the pyramid hat box stop here. Another of its strong points is the small compass into which it can be put when not in use. This whole box will fold up perfectly flat, in shape similar to a square envelope, and occupying less than a hundredth part of the space required by the ordinary bandbox. They are thus invaluable to merchants and millinery dealers, as they occupy so little floor space, yet are always ready for use.

In fact, the folding box has come to stay, and is now in use generally by dry goods, clothing merchants, etc., largely superseding the use of wrapping paper and all such antiquated methods. An advertisement of The Dominion Paper Box Co. on onother page will be found interesting to our readers, as it gives full particulars and illustrations of the modern folding boxes, which are now so largely used by the most enterprising of the trade.

SOME NEW REPRESENTATIVES.

Mr. J. N. de Schryver, of Auckland, N.Z., is now representing Messrs. Stewart, Allan & Lemaistre in Australia and New Zealand. The Toronto representative is Mr. W J. Tow, while Mr. Deeks still covers the Southern Ontario district.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - **UNEQUALLED IN QUALITY AND PRICE.**

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

NORTH BRITISH BOOT LACE CO.

Johnstone, Scotland.

Laces of all kinds.

PUT UP IN BEST STYLE.
BEST VALUE ALL ROUND.

THE TRADE SUPPLIED BY

FRANK & BRYCE, Limited

Toronto MONTREAL Quebec

Cloaks and Mantles.

PROSPECTS for the future in the cloak business are most encouraging. The manufacturers have been taxed to their utmost to keep up with their orders, and are still very busy getting out new designs for the coming season's trade. The high style idea in the Winter garments shows a development toward the lighter weight cloths with pliable yet warm interlinings. Everything points towards a good season in all lines.

Outlook for Coming Season.

The outlook for the mantle business in Canada for the coming season is much brighter than a year ago, according to a director of S. F. McKinnon & Co., Limited. During the past few months retailers have placed very fair orders with the manufacturers, and, on the whole, the orders given on the placing trip for 1902 are considerably in advance of 1901. This is accounted for largely by the fact that in many localities the loose back did not meet the popular fancy, and merchants were somewhat timid in placing early orders. Although in the larger centres the loose-back coat has been worn for some seasons, still the general trade did not adopt it until about one year ago. It being such a radical change, the customer did not take kindly to it, and it required some persuasion on the part of salespeople to induce many a purchaser to buy this style. In fact, in many places the garments carried over from the season previous (being tight-fitting backs) were put on sale and sold at a fair profit, a somewhat exceptional circumstance in the cloak business. The trade generally has now adopted the same tight backs, customers having become accustomed to their graceful appearance, and the business of the coming season will be largely done in this style of coat. The length of the mantles to be worn this season may possibly differ in certain localities, but the garments that have been most largely bought are 28 to 30 in. and 38 to 42 in., with a fair demand for Raglans and ulsters 56 in. long. Black is always a good seller, and this season promises to be no exception to the rule. For a number of years fawn has been a very great favorite, but last season it began to weaken and was largely replaced by Oxford. This season grey will be stronger than ever, and fawn will be weaker proportionately. The major portion of ladies' jackets are lined, and some wholesalers advise the trade not to purchase bright colors, as the whole feeling in this market as well as New York seems to be for self-colored linings.

Owing to the greatly increased demand for Canadian made jackets, many manufacturers have found difficulty in procuring sufficient help to turn out their orders. In the early part of the season, The S. F. McKinnon Co., Limited, experienced this trouble, but for the past three months every machine in their factory has been filled, and they anticipate giving prompt delivery of all orders.

A Manufacturer's Views on the Cloak Trade.

When asked by a representative of THE DRY GOODS REVIEW as to the present condition of the cloak situation and styles, Mr. C. A. Calkins, managing-director of the Merchants' Mantle Manufacturing Co., said:

"To answer fully your inquiry as to what I think of the cloak situation in Canada at the present time, would mean a rather lengthy interview. The present condition can only be judged by comparison with the past, and with anticipations for the future. The cloak business in Canada during the past few years has undergone a more complete change than any other section of the dry goods business, and is now much in the same condition as it was in the United States 10 years ago.

"The cloaks sold here a few years ago were all, or nearly all, of European make, the merchant usually buying his Winter stock in the early Spring, selling all he could the first season and carrying the balance to the next Winter. During late years this way of doing business did not meet the demand of the Canadian woman, who, like her sister in the United States, wanted newer styles and goods more Americanized and better suited to her style of dress. A few dealers whose business was large enough began handling United States made cloaks. Although higher in price, these goods sold simply because they were new.

"Ten years ago every dealer sold imported cloaks, a few being brought from New York. Some years money was made; most years money was lost. Now all dealers, or at least 90 per cent. of them, handle Canadian-made cloaks, and where the buyer brings to bear his best judgment and puts off his large purchases until he knows what to buy, he usually makes money. In this way he does not load up with unsalable goods, and is in a position to buy new things. As the season advances styles change. The manufacture of cloaks in Canada has now reached the point where it is not necessary for the retailer to buy several months ahead in order to get delivery in time for his season's business. Of course, the manufacturer must have a certain amount of time to make up his goods, as he must buy the cloths, which, in turn, are made to his order; but, as the cloths are less than half the total cost of the manufactured garment and are usually very staple, as well as the linings, trimmings, etc., he should, in order to protect his customers, anticipate his wants. I believe the Canadian cloak manufacturers to-day are in a position to do this, and, if they would not attempt to sell goods for Fall before June or July, as is done in the United States, both they and the retailer would make more money and the cloak department would become very shortly one of the most profitable as well as the easiest to handle in the store. However, just as long as the buyer will continue to buy early, the manufacturer will be there to sell to him, as he is in the business to get all he can, and cannot afford to allow the other fellow to get out before him. My opinion is, however, that too early buying is a mistake and greatly to the injury of all in the cloak trade in Canada, and benefits only the foreign maker."

Cloak Trade News.

John Northway & Son, cloak manufacturers, Toronto, report business to be exceptionally brisk at this season of the year, and large orders are coming in for Fall and Winter selling goods. This firm, on account of their inability to fill orders, have been compelled to call in nearly all their travellers. The annual picnic of the firm's employes was held on July 20 to Niagara Falls, at which a most enjoyable time was spent by the large number present.

The "Monte Carlo" coats, says Crerand's Cloak Journal, New York, which were introduced in silks during the past Spring, promise to be a pronounced feature this Fall, made up in kerseys and suitable heavy-weight fabrics. Most of them show shoulder capes with very full backs. As novelties pure and simple they are well thought of.

The American Costume Manufacturing Co., 8 St. Lawrence street, Montreal, are a concern that have recently commenced the manufacture of cloaks, skirts, etc.

Fringes will again be the most popular cloth for mantles for the coming season, with Oxford grey as the predominating shade.

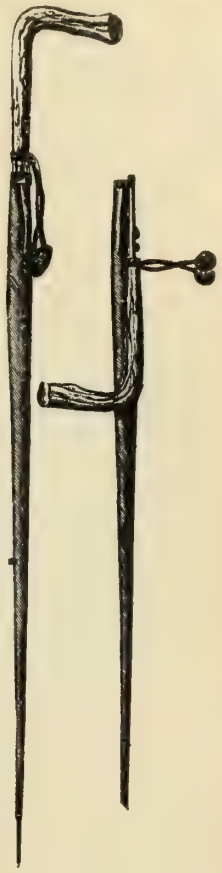
Semi-fitting backs will be the chief style of back in vogue for the coming Fall season.

Regarding shades, Oxford grey, fawn, black and navy are the leaders, with a few browns and royal blues.

Umbrellas For Christmas Trade.

OUR MAGIC FOLDING UMBRELLA IS THE BEST ARTICLE OF ITS CLASS.

"You should see it."



Our representatives will be on their routes the first of September. Our line will eclipse all former efforts, and we solicit your early orders to guarantee good delivery.

The Irving Umbrella Company, Limited

20 Front Street West, TORONTO.



COLD WEATHER IS PROMISED

THIS FALL, AND IT'S "UP TO YOU" TO GET READY FOR

YOUR BED QUILT TRADE.

WE ARE READY FOR YOUR ORDERS NOW WITH . . .

Wool-filled Quilts, from $6.95 to $13.00 per dozen.
"Puritas" Cotton Comforters, from $11.50 to $45.00 per dozen.
Eider Down Quilts, from $31.00 to $75.00 per dozen.

THE BEST RANGE, STYLES AND VALUES EVER SHOWN IN CANADA.

THE ALASKA FEATHER & DOWN COMPANY

OF MONTREAL, LIMITED

Edgar McDougall, President.
J. H. Sherrard, Vice-Pres. and Mang.-Director.
J. H. Parkhill, Secretary.

Also Operating
THE CANADA FIBRE CO, Limited.

WARNING—We will be rushed to death in November. "Nuff sed."

SPECIAL SALES.

Continued From Last Month.

FOLLOWING are two additional contributions to the discussion of the subject of "Special Sales," which was dealt with by a number of our readers in the July issue of THE DRY GOODS REVIEW:

W. J. Ferguson, Stratford.

You can make or break the reputation of a store by a special sale. Excite the curiosity and avidity of women for bargains and fail in having them in quantity, quality or price and you'll seriously impair the advertising and general reputation of the store; be as good or better than your ad. and you generously support your general reputation. It pays to have a sale occasionally, if for no other purpose than the latter. Every sale needs a broad announcement and description of goods and regular and sale prices.

James Castell, of McIntyre & Castell, Belmont, Man.

1. The cardinal point necessary to a successful "Special Sale" lies in creating a good impression right on the start. Have some well-known lines of goods which you and the purchasing public know to be genuine bargains and place them in a prominent position both in your store and windows. By this I do not mean that you are to be content to rest with this and expect these special snaps to run the whole thing. Not at all. Your special sale is generally for the purpose of reducing your stocks and converting them into ready money. Then be honest about it, be prepared to sacrifice your usual profit for the success of your sale. These are preeminently the days when, apart from the moral side of it altogether, it pays to be strictly honest in your dealings with the public. The success or failure of your future "Sale" will depend largely on how you conduct your first one.

2. The untiring use of display cards with the wording brief, pointed and, above all, truthful. Mr. Merchant, if you have a young man in your employ who shows natural ability for the designing of such cards, you will put many a dollar in your own pocket by encouraging him to make use of it at all times. If not, buy one of the many lines of rubber sign markers, and a little practice will soon make you proficient in the use of it. Someone has called the display card the "Silent Salesman," and we who have used it have proved the truth of it over and over again. If you want any further proof of this, just walk into some large store in our leading cities where they are used every day, and then go into another one where they are not in evidence, and notice the effect it has on you personally.

3. Advertise, and do it well. So much has been written about advertising that very little could be added. As country merchants, our ways of reaching the buying public are limited, and, after trying them all, we are inclined to favor the circular mailed as a personal letter direct to the home. In the course of two years' business here we have clearly proven that the average man or woman thinks a great deal more of receiving such a circular than to see our advertisement in the weekly paper. Not that we for a moment would seek to discourage newspaper advertising. We are only speaking now of our own personal experience. When we find ourselves overstocked with any line of goods we immediately issue a circular, display as many cuts as we can without crowding, and have always been well satisfied with the results. Perhaps one thing we are inclined to overlook regarding our advertising is the indirect results of all advertising, that is, if it has been done properly.

Many other things could be touched upon as necessary to the success of "Special Sales." Bright, obliging, competent helpers is a strong attraction; by constantly bringing forward some new bargain, you keep up the interest, but I have said enough. One thing let me reiterate. Personally I think it the keynote of all permanent success: In all our dealings let it be our earnest endeavor to be strictly honest with the public and success is bound to follow.

SEEN IN NEW YORK STORES.

From our own Correspondent.

Just now is the midsummer lull and the opportunity to buy cheap Summer goods.

Fancy buttons promise to be worn largely this Fall.

Score books for golf come bound in bright-colored leathers of all shades. They have a hook, and are worn with the chatelaine.

Golf suits are made with longer skirts this season than they were last season.

Box-plaited skirts of light Summer materials, such as silk grenadines, dotted silk mull, silk veiling and silk batiste, are very pretty and seasonable.

Short skirts have the flaring bell shape more pronounced than ever.

The monogram fad is very much in evidence; it is being worn on hosiery, gloves, purse, chatelaine, blouse and shoes.

Everything nowadays must be monogramed, even to your table linen, the initials on which are worked in wash silk or fine white linen thread.

The predominating colors just now are white, green, grey and blue.

Mitts are made open at the wrist and fastened with hooks to avoid bagginess at the wrist. The flat back is out of style. A plait of some kind is in order.

The pongee silk dust or automobile coat is one of the sensible garments of the season. It is made with velvet cuffs and collar. On the collar is embroidered the monogram of the owner. It has six buttons down the front, with loose sleeves, and covers the dress completely.

Fashionable jewelery for the Summer comes in the form of flowers. An attractive brooch is an enamelled daisy with the petals in white, the centre in gold and a diamond in the heart of the flower.

Among the pretty designs in belts are those of sea lion, black or grey, and in scarlet morocco decorated with graceful scrollwork, which is brought into effective contrast by a lining of white moire.

Burnt-wood and burnt-leather goods are popular.

Sandalwood toilet articles are the very latest thing.

Silk mull waists are popular this season. They are made with large tucks over an inch in depth, four or five of them running around the bodice.

Sleeves are getting bigger, and skirts extremely full around the feet.

Skirts have the clinging effect to the knee, but from there down everything in the way of ruffles is used in profusion.

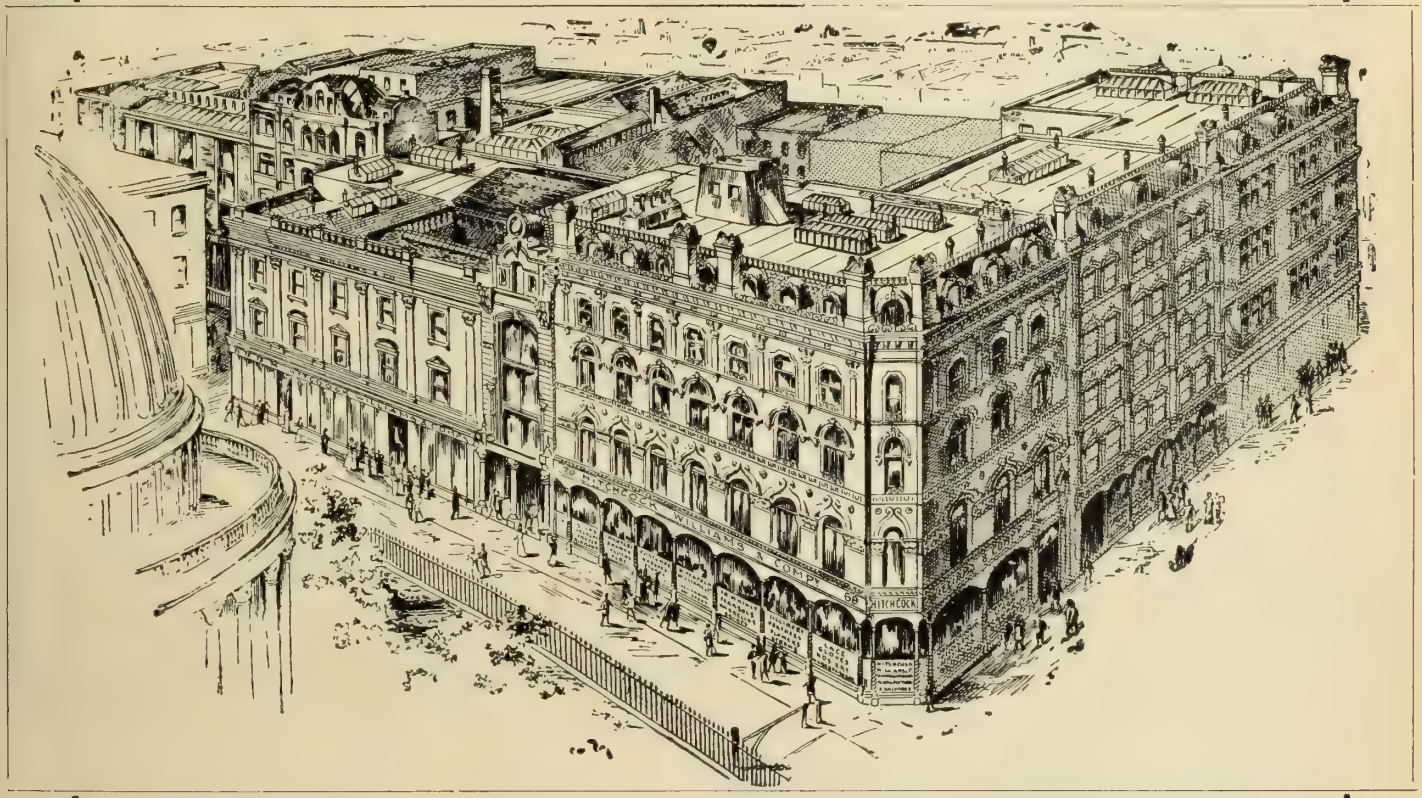
Natty little silk umbrellas, which may be carried for the sun or shower, have covers showing tiny white polka dots.

Parasols for dressy use are literally covered with masses of rich lace insertions and applique, and are less bell-shaped than before.

Turbans are going to be in vogue again; they will be low and broad and come well over the face.

Never has there been a wider variety in coats than there is now seen for Fall. They come in all lengths and are equally smart, loose or half-fitted.

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Coronation Year.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe, who visits Canada twice a year, is now in Montreal. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital Subscribed -	$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over - -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

BEAVER LINE

PROPOSED SUMMER SAILINGS. (SUBJECT TO CHANGE.)

MONTREAL TO LIVERPOOL VIA QUEBEC.

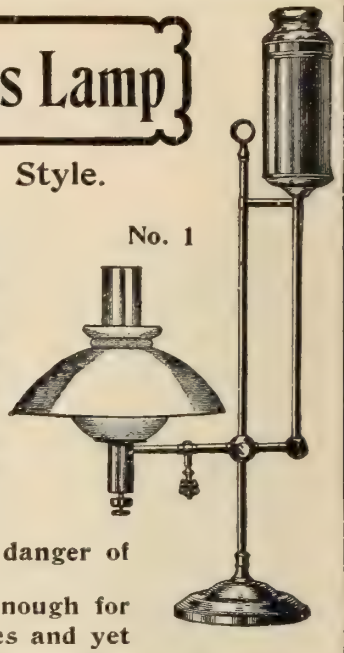
From Liverpool.	STEAMER.	From Montreal.
Tues., Aug. 19	LAKE CHAMPLAIN	Thur., Sept. 4
" " 23	LAKE ONTARIO	" " 11
" Sept. 2	LAKE SIMCOE	" " 18
" " 9	LAKE MANITOBA	" " 25
" " 16	LAKE MEGANTIC	" Oct 2

FIRST CABIN—Single, $52.50 and upwards. Round Trip, $99.75 and upwards
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50 and upwards, according to steamer.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.

The Auer Gas Lamp

Money-Back Style.



No. 1

THIS style is particularly suited for a reading light—the shades prevent the light from tiring the eyes and the burner can be raised just the same as any other students lamp.

IT can be carried around the house with perfect safety and as the base is heavily weighted there is no danger of its up-setting.

THE light is soft enough for the most sensitive eyes and yet strong enough for the finest print.

OUR CATALOG SHOWS ALL OF OUR DIFFERENT STYLES.—WRITE FOR IT AND OUR DISCOUNTS.

Your Money Refunded if you are not Satisfied.

AUER LIGHT CO., 1682 Notre Dame Street, NONTREAL.

The Galt Knitting Co.

LIMITED



GALT, ONTARIO

Underwear,

Eiderdown Specialties,



TIGER BRAND

Shoe Linings.

REPRESENTATIVES:

Ontario, -	McClung & Burns, Toronto.
Quebec, -	P. DeGruchy, Montreal.
Maritime Prov.,	J. A. Murray, St. John.
Man. and B.C.,	J. A. Bryson & Co., Winnipeg.

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

♦♦♦♦♦♦♦♦

Cor. Victoria Sq. and St. James St.,

MONTREAL.

♦♦♦♦

SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

AN OPPORTUNITY FOR YOU

to procure
quick-selling and profit-making

BOOTS and SHOES

is offered by us. Right now would be a good time to place an order with us. We want to make you a regular customer of ours, and as a means to this end we offer you stylish, serviceable boots and shoes that will win trade for you.

SEND FOR OUR CATALOGUE TO-DAY.

Campbell Shoe Co.
QUEBEC.

LINES IN DEMAND

47-inch
Swiss Organdies
WHITE AND BLACK

Linen Congress Canvas
42-inch

WRITE FOR SAMPLES

F. ROBERTSON & CO.
TORONTO.

Established 1785.
TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest and Silk Vest Wool	
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mending

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

Wholesale Only. **Send for Samples.**

Agent . . .
Duncan Bell
MONTREAL and TORONTO.

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

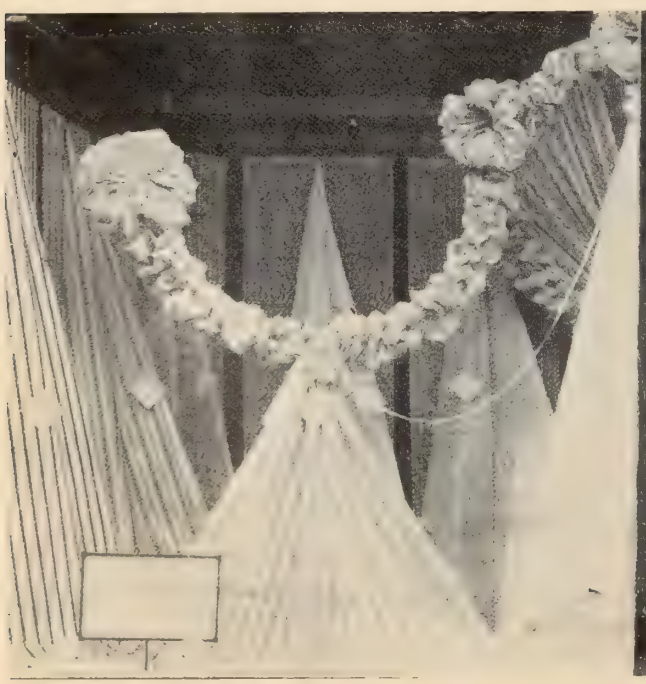
HINTS FOR AUGUST.

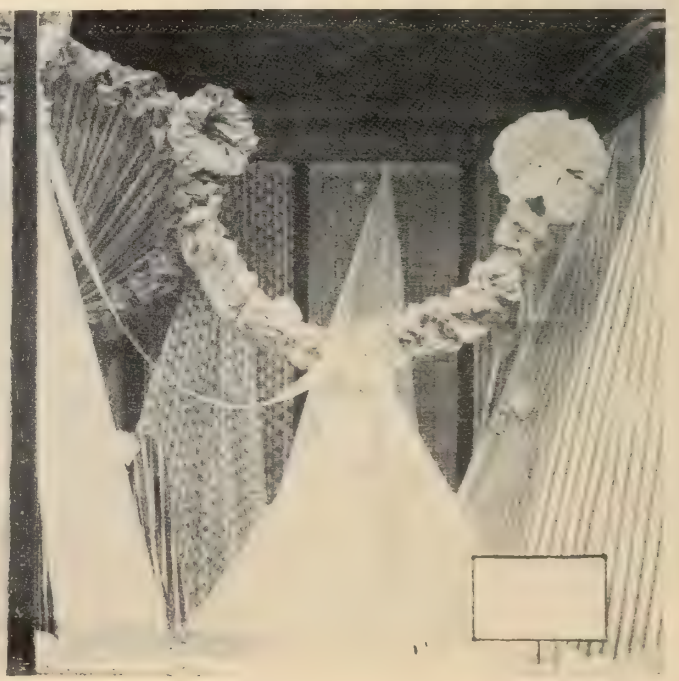
ALTHOUGH many of our customers are out of town this month, we must still make an effort to keep the windows attractive. Goods at this season are generally reduced in price, and because of this fact it is no reason that goods should be thrown in carelessly. Don't make the mistake of piling the window full of marked-down odds and ends expecting them to sell. There should be just as much care taken in the matter of displaying "left overs" as with new goods. This method will be more convincing, and the purchasers will go away feeling satisfied that their money has been well invested, and will come again. A good plan during August is to keep all the "hot weather" goods prominently before the public. Displays should be changed more frequently this month than usual, as the windows will appear more interesting if a change is made, say, every other day. Price tickets should play a prominent part in all displays, especially when the goods on exhibition have been reduced.

* * *

PERMANENT BACKGROUNDS.

The tendency now among all the leading window-trimmers is towards permanent backgrounds. The best background is one of plate-glass mirror, finished at top and sides with an oak or walnut cornice. Any trimmer of short experience knows that about three-quarters of the time spent in arranging a window trim is put in on the background. The mirror back can be hurriedly draped either plain or in festoons, and most classes of goods can be tacked around the top and sides of mirror, thus forming in a few minutes a nice backing for the goods to be shown. The mirrors also make the display appear twice as large. For the information of all who would like to know how I work my displays, I offer the following: My windows are 18 feet long and about 8 feet deep and 10 feet high. All along the back to a height of 6 feet are mirrors; also at ends. An oak cornice, nicely varnished and polished, runs all along the back of this. This cornice is solid oak on the face, but a strip of pine is inserted along the top, so as a pin or a tack will go into it without bending. When hanging anything along this I always drive the pins or tacks into the top and never on the face of the cornice, as it would soon destroy it. I also have a double-faced mirror on castors, which I run to centre of window when I wish to make two windows out of the big one. This gives me two nice-sized windows when we are hard pressed for display room. Then, when I desire to make an elaborate display on a large scale, I merely run the double-faced mirror to the centre of the back, and I have a green plush curtain running all around the building from the top of the mirror to the ceilings of the windows. By having these backgrounds hours of time is saved. And to give an idea of how quickly and neatly I can get my trims up, I may say that during the past week I have trimmed six and seven windows every day and have had them finished by one o'clock each day. Possiby some reader may say, perusing this article, that these trims, if put in in such a short space of time, could not possibly have had much attention paid to details, etc., and could not have looked well. In answer to this, I would leave it to the decision of any one familiar with the stores of Toronto, as to whether they are not the most attractive trims in Canada. I can certainly say we do a big percentage of our immense business through them. I do not, by the foregoing, intend to credit myself with everything, but







Don't fail to send for our catalogue of

Fine Wax Figures

Sole maker of Forms and Wax Figures in the Dominion.

And Fixtures for Showing

Dry Goods
Clothing
Shoes
Cloaks
Millinery
Furnishings

A. S. Richardson

Factory and Show Room

62 Hayter St., Toronto.

'Phone Main 3687.

—and—

714 Craig St., Montreal.

A PALMENBERG CLOAK AND SUIT FORM



60D.

Is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired, and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

New models, low bust, prominent hips, perfect shapes. Sizes, 30 to 42-inch bust. Bust made of Papier Mache and covered with fast black Jersey Cloth.

Heavy Wire Skirt, Japanned Iron Base and Standard. The new slide support and the screw in the top are distinct features and make the figure rigid and strong.

J. R. PALMENBERG'S SONS

Office and Salesroom: 710 BROADWAY.

Factory: 89 and 91 West Third Street, **New York**



The Best Possible Setting For Your Goods.

A Phillips' Illuminated Silent Salesman Show Case!

There are diamonds and diamonds. Only one Kohinoor. Show cases innumerable. Only one **Silent Salesman.**

Cheap show cases are common as rhinestones. Most of them fail utterly to display; besides, they are short-lived.

The **Silent Salesman** both shows its goods and sells them; it lasts a lifetime, too. We know how to make good show cases and build them accordingly.

Send for descriptive catalogue, lithographed in colors, and full particulars.

JOHN PHILLIPS & CO.

LIMITED

DETROIT, MICH.

Canadian Branch: WINDSOR, ONT.

Patented in United States and Canada, JOHN PETZ, Patentee.

my intention is to convey an idea of what the best and quickest methods of trimming windows are. Of course, conditions in Toronto are, perhaps, different to other places, but I think most merchants in towns and cities require more frequent changes in display than they are getting and with more speed. The trimmer of to-day cannot, with all the competition existing, afford to spend a whole day or a day and a half putting in a display, nor is a window much good after a few days of display with one line. Frequent changes with a different line of merchandise are what is required to-day. Of course there are exceptions in all cases, and in this one I might say that a trimmer at certain times of the year is justified in taking a whole day in arranging an elaborate showing of, say, costumes or millinery, etc., at Easter or Christmas, when displays are on a finer scale; but outside of these special occasions the time spent should be limited.

Perhaps an idea of the routine of my daily work may be of interest to our readers. I hope no one on reading my articles will think that through these columns I desire to advertise myself, or the firm I am connected with, as I do not, but I am merely giving an instance of how the larger firms conduct their window trimming, trusting that our readers may find it interesting and possibly to their advantage. Our methods are pretty much the same as those of the big firms in Chicago and New York. The following is an idea of how we conduct our window trimming. In our establishment we have 22 windows, that is, we have 11 large ones and by dividing with the mirror, as described above, it gives me 22 windows, 9 ft. long and 8 ft. deep. On Yonge street we have 12 of these. The windows are numbered from one up. We call each window by its number. Each day after my windows are finished I make out a list of what is in the windows and submit it to the manager. I have forms printed after the style of that herewith given.

In the afternoons I make a tour of the store and see all the buyers or managers. From them I find out if they desire a window. If they do and I have a window to give them, they tell me all about the goods, the ones they want most prominent and all about them, etc. After I get a list of those who want windows I take it to the office for the inspection of the manager. With him I talk over the different items and he decides who shall get them. Where a request is marked special it means that the goods that are going in are to be on sale the following day. The ticket will read to that effect. Consequently here comes the necessity for the permanent background. Sometimes I get as many as 6 or 7 specials.

No.	Nature of Goods.	When Put In.	Coming Out.
1..	Millinery	Monday	x
2..	Hosiery	Monday	
3	Laces	Monday	x
4..	Shoes	Tuesday	x
5 .	Carpets	Monday	x
6..			
7..	China	Tuesday	x
8..	Dress Goods	Monday	
9..			
10..			
11..			
12..			
13..			
14..			
15..			
16 .			
17..			
18..			
19..			
etc.			

WANTS.

Mr. So and So ..... Muslins—Special
Mr. " ..... Stationery
Mr. " ..... Silks—Special

The next day these are taken out and some other line substituted. In this way our displays generally present a new appearance almost daily.

I have a complete stock of nickel and other fixtures which are absolutely necessary for fast work. I always aim in getting fixtures towards getting something that can be hurriedly constructed into different forms. As a sample of what a business is done through our window space I quote the following: A few weeks ago a buyer wished to put on sale 50 dozen ladies' skirts. I gave him a window display of them. It took me about 1½ hours to have the window cleaned and the trim put in. The blind was up before 10 o'clock. Ticket read, "On Sale to-morrow A.M." The newspaper ad. that night mentioned them, also said, "See Yonge St. Window." The next day before noon there was not one left. This is only one instance in hundreds of how big turnovers are made through





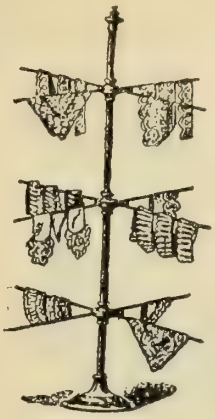
No. 397
Special Top



No. 397
Hat Stand

Make a Note

of our address and call and see us when you come to town.



No. 160
Display Stand

Our Plant

is now so thoroughly equipped that we can supply your wants on the shortest possible notice.



No. 391
Hat Stand



7 x 9
Ticket Holder

WE MAKE ALL SORTS OF SPECIAL FIXTURES.

ASK FOR OUR CATALOGUE.



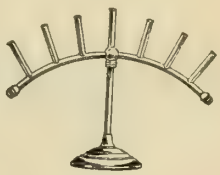
No. 419
Feather Stand

The Toronto Brass Mfg. Co.

93-95 Richmond Street West,

'Phone M 814.

TORONTO, CAN.



No. 421
Feather Stand

DOES A MAN'S WORK EARNS A MAN'S WAGES AT 1/20th OF THE COST.

50 samples may be carried in a space 60 inches wide by 10 inches thick.

IT PAYS FOR ITSELF!

A More Excellent Way of curtain displaying may some day be discovered. Until that storekeepers' millennium, however, the

MODEL DISPLAY RACK

seems to answer every purpose.

It certainly surpasses any other device in the way it

REDUCES CURTAIN SELLING TO ITS SIMPLEST TERMS.

1,403 RACKS SOLD IN 5 MONTHS.

It's simple — simple enough for any cash boy to operate, yet wise enough to clinch more sales than many a high-priced salesman; to protect your stock, to practice sternest economy of time, space and stock. How many salesmen will do as much?

SEND FOR CATALOGUE.



24, 50 or 71 samples may be carried in this space, 5 feet wide.

CLOSED.



FREE FROM DIRT AND DUST

IN ACTION. Showing your stock at its best.

STANDARD MANUFACTURING CO.,

XENIA, OHIO, U.S.A.

H. E. HODGENS, Goderich, Ont., Canadian Agent.

RETURNED AUG 16 1902

window display. Of course we have the population here and all that, but the same idea could be adopted by many merchants with good results in other places. This is the way business is conducted in this city, and there is great rivalry among merchants for business through their windows.

* * *

THE ILLUSTRATIONS.

The illustrations in this edition are samples of neat, artistic displays, suitable for this month. The simple, dignified, looking trims, like the photos, are the kind that are being put in by the best artists in the business.

* * *

"CONVERTING THE BOSS."

Many trimmers find it a difficult matter to get suitable fixtures in sufficient quantity for their trimming. There is a reasonable chance he may get what he wants if he goes about it in the right manner. A great many merchants are "grouchy" in the matter of expenses, and think because they have got along for years without an outlay for fixtures, that the trimmer ought to be able to do without them. The trimmer should wait until an opportunity presents itself, when the "Boss" is in good humor, then approach him on the subject and explain to him in a business-like way the necessity for a few up-to-date fixtures, and demonstrate to him that they are something which would materially benefit the store service by their employment. There are some older merchants who began their careers before the time when trimming was recognized as one of the most important factors of the retail business. If these men are approached properly they will come to the understanding of the good results of good window work (with the proper facilities), just as they have come to see the good results and the real necessity of advertising. H. H.

* * *

WON THE GOLD MEDAL.

Mr. H. Hollinsworth, who has charge of the window-dressing department of THE DRY GOODS REVIEW, has succeeded in winning the first prize (a gold medal) in a window-dressing competition held under the auspices of Show Window, a Chicago publication. The competitors numbered about 100. This is the third time that Mr. Hollinsworth has won first prize in window-dressing competitions.—EDITOR DRY GOODS REVIEW.

* * *

CARD WRITING.

What is an up-to-date show-card writer? Just ask yourself this question. Here is our definition. He is the man who knows enough to know. There is a lot he does not know. He is the man who strives to learn all that is to be learned in his chosen profession. There are thousands of men who might become competent card-writers if they only had proper instructions. In this issue, W. Edwards, Carleton Place, Ont., offers a book of instruction at $1, postpaid, which will teach you this art in a thorough and practical manner. He has hundreds of students in all sections of the country who are already reaping the benefits of his instructions. A good salesman can get a good salary. A good card-writer can get a good salary. The man who can do both can get a big salary.

SOMETHING NEW IN LINEN GLASS CLOTHS.

Among the good things in the linen department of Brophy, Cains & Co. this month are some checked linen glass cloths, 25 inches wide, in red, pink, sky, yellow and green, the hem ½ and 1 in., which seem to be just what many of the trade have been looking for. At anyrate they have been selling remarkably well. They are suitable for such fancy work as cushion covers, etc., and can be retailed at 12½c. This is the first time they have been shown in this width on the Canadian market.

WHITE GOODS.

NO material change has occurred in white goods. Despite the fact that weather conditions have been unfavorable, this has been a good white goods season. To the general public, buoyed up by widespread prosperity, climatic considerations have not proved an insurmountable barrier.

Influence of the Weather. The influence of the weather has been appreciably felt only in its effect on repeat orders in thin sheer goods. Jobbing has been confined to colored goods; there has been none in white muslin goods.

* * *

Novelty in Handkerchief Effects. A great number of medallions of fancy galoon insertions on corset covers are being shown. Another novelty is in the line of handkerchief effects on corset covers. Corset covers are being used fastened only with ribbons, without buttons or buttonholes.

* * *

Spring Trade. At present wholesalers are busy working on samples for the Spring trade. Conditions for Spring trade are good. Whitewear stocks are low, and with continued prosperity people will be able to buy freely. It is anticipated that prices will be a little firmer this coming season. All factors that go to control prices indicate this. Both labor and material are stiffer. White cotton embroideries are up.

It is expected that travellers will be showing their Spring samples within the month. It will be some time yet before Summer blouses are ready. To prophesy definite changes as yet may be premature. When blouses are sold, manufacturers undertake to deliver in newest style. Samples give an adequate conception of general idea and trimming. The fluctuation in styles prevents travelers from giving definite promise of style of cuffs and sleeves to be delivered. The manufacturer keeping in touch with style centres delivers them in latest fashion.

* * *

Growing Carefulness. The absence of job lots in whitewear indicates a growing carefulness and shrewdness on the part of manufacturers in making up their stocks. At any time there is really no necessity of jobbing whitewear. Whitewear is a staple, and orders should not be subject to considerable fluctuation. At the present time with the raw matetial advancing in price there is no necessity for jobbing.

There seems to be a feeling among Canadian manufacturers that the Canadian public is conservative—not quick to pick up new ideas. Even with ideas and designs that prove popular the makers must advance tentatively.

* * *

Next Season's Shirt Waists. In shirt waists, while a fair quantity of open-back blouses have this year been handled, indications point to there being none next year. Embroiderers are keeping clear of open-back blouses.

* * *

Notes. Generally speaking, there is not a great chance for change in cheap lines of whitewear Prices limit the scope of fluctuations.

The shirt-waist season is practically over.

Embroidery and lace trimmings will be handled extensively this next season.

In ladies' gowns, short sleeves are proving popular. In white skirts dealers are selling many circular graduated frills.

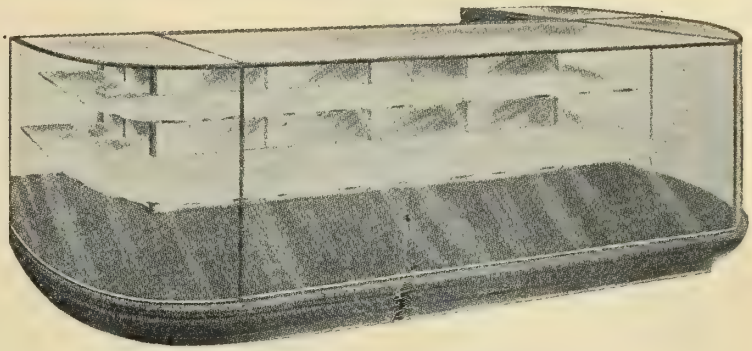
Goods Well Displayed Are Half Sold.

THE EXCELLENCE

of our fittings will warrant you in giving us a call before placing your order for those new store fixtures.

We are manufacturers of high-grade store fittings, glass floor cases, counter cases, wall cases, of all designs and dimensions.

Dominion Show Case Co.
Toronto.

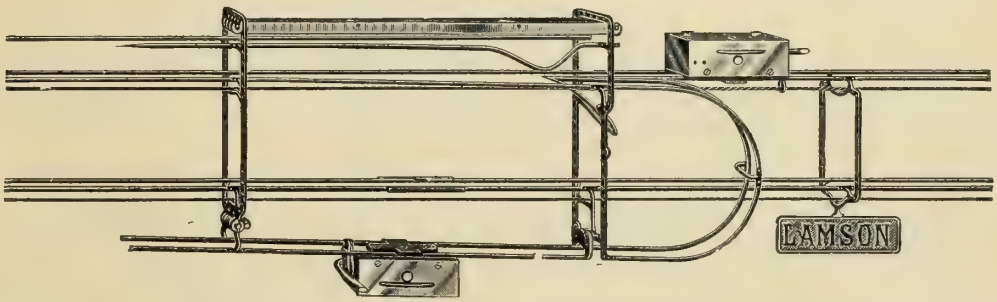


OFFICE AND FACTORY: 53 RICHMOND ST. E.

Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

Hundreds of users testify to its excellence.



Write for Particulars. . . .

FREDERICK C. CUTTING, No. 117-119 Simcoe Street, TORONTO, ONT.

FURS

RUTENBERG & ALEXANDOR

Wholesale Furriers

504 St. Paul Street, MONTREAL.

A post card from you will bring our samples.

THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

WINDSOR MILLS

A Superior Writing Paper.

The Kind that Gives Satisfaction. There are many kinds of writing paper, but business men who would have a superior writing paper, one that is sure to please, good quality and smooth writing surface, will choose the paper of these Mills.

—See that your Stationer gives you this paper. Do —not be put off with any other.

CANADA PAPER CO. Limited
TORONTO and MONTREAL.

LEARN TO WRITE SHOW CARDS.



There's big money to be made writing show cards for yourself if you are in business, or for others if you are not. We furnish the foundation in

EDWARDS' INSTRUCTOR

The one authoritative, standard and complete Text Book on Sign, Show Card and Ticket Lettering in all its forms. This book also contains a collection of thirty-four plates of model alphabits and figures, designed by the leading artist sign writers. It will teach you the art from its rudiments to the production of the most difficult and finished work during leisure hours AT HOME. Price $1.00, mailed postpaid. Address

W. EDWARDS
Box 315 **Carleton Place, Ont.**

SMALLWARES AND FANCY GOODS.

FANCY GOODS and novelty buyers who this year aim to show their customers a representative stock that will give credit to their ability as keen merchants must indeed keep their eyes open. Never before have there been so many novelties, never such an array of lines to select from.

In almost every season past there have been goods shown which were heldovers from the previous season ; being unusually good sellers on their first appearance, the wholesalers would think well enough of these goods to give them another year's trial. But it is a good plan, if possible, to clear out your stock each season, as there is such an array of new goods each year which the dealer is obliged to stock up with. This season will go on record as one remarkable for high-quality merchandise, as many lines imported from abroad which in the past have not been noticeable for stability in their make are manufactured to stand a much harder usage. This, it is thought by some dealers, is what is helping to make such a marked increase in the orders for the coming season. Business is reported good in all lines, and the large houses have been working overtime getting out shipments and receiving new goods.

Leading Lines with Phillips & Wrinch.

Phillips & Wrinch, Toronto, report business to be good in all lines. Their large array of notions and novelties are selling in big assortments for Fall trade. There is a large demand for pearl beads, which they have in stock in any quantity. The demand for belts is still active. While the call shifts from one new style to another, manufacturers manage to keep busy in pushing new and fresh productions. Silk and satin belts are selling splendidly. They are being made up in a bewildering variety of styles, and can be had at prices which make it possible to sell them to all classes. Phillips & Wrinch are having a special run on their lines of fabric belts, and report them to be selling best.

Another line which they report as selling well is buckle sets. These they show in great variety, which makes it an easy matter to get a good selection. A special brand, called "Cushion Grip" hose supporters, shown by them, is meeting with much success. It is well equipped, and has felt buttons and felt shank.

Bracelets are said to be surely coming in. They have been appearing in one form or another for some time. Earrings are growing in popularity.

Wyld-Darling Co.'s Smallwares.

In this department Wyld-Darling Co., Limited, show a strong line, where everything suitable for the trade may be had. A short time ago they found it necessary to add more floor space to this branch of their business, and by taking in the adjoining floor they now have one of the finest hosiery rooms in Canada and would be pleased to have merchants call and see the values shown.

In plain cashmere hose numbers, sizes and special lines are: No. A.D., to retail at 25c.; No. 28, rib top and "Llama," to sell at 50c.; a novelty, No. 325, black cashmere, with white, cardinal or blue embroidered silk spots, and No. 350, black cashmere, with natural wool split soles, both lines to retail at 50c.; No. 300, fleeced cotton hose, Hermsdorf dye, to retail at 25c. They have a large stock of their well-known numbers of ribbed cashmere hose, with spliced knees, known to the trade as Nos. 35, 37, 72, 77 and 92. While the stock lasts these may be had at present quotations. In ribbed wool hose, best selling lines are "Job" and "Jumbo," large sizes, to retail for 25c.; No. 198, worsted, large size, to retail for 35c.; No. 206, worsted, large size, to retail at 50c.; and No. 209, worsted overstockings, in all sizes, from 6 in. to 10 in., which retail from 30 to 50c.

In ladies' vests the following lines command special attention: No. Special in natural, No. 56 in white and No. 57 cream, to retail at 25c., and Nos. 63, 64 and 65 to retail at 50c. Ladies' drawers, to retail at 25c., 50c., 75c. and $1, are good sellers. In natural wool underwear they keep all sizes. No. 225 line, in stock always, which retails for $1 and $1.25, according to size. Wyld-Darling Co. always carry a fine line of flannelette nightgowns and corset covers, well made and nicely trimmed, to retail from 50c. to $1.25 each. They also state that their stock of silk neck ribbon is in good shape. Their special brands are, No. 925 taffeta, "Gloria," "Liberty," and many others. Their new veilings for the coming season are now in and are shown in great variety. Brussels, gauze and chiffon, in plain and chenille spots will be good sellers. Black is in most demand. Every day they are receiving goods to complete their range for the Fall trade in velvet baby ribbons, which are becoming so popular.

"Ping-Pong" Puzzle.

A new puzzle, called the "Ping-Pong," is among the latest novelties. It is in the shape of a little box with a glass top. In the centre of the box is a net similar to the net on a ping-pong table, which divides the box into two compartments. In one compartment is a tiny ball, and the trick is to get the ball over the net, which is not so easy as one might imagine.

John Macdonald & Co.'s Specialties.

John Macdonald & Co. are showing a complete range in their smallware department. Their line of ladies' silk belts is exceptionally fine in all the various shapes, and the fine colorings shown make it an easy matter to get a good selection. This line of belts are selling best now, and large orders are being received for them, as well as their other lines for Fall trade.

Dress trimmings are shown in immense variety by John Macdonald & Co. in all the latest effects. Their line of fancy braids in all colors is complete and easy to select from. A line specially noticed while passing through this department was in white silk, the twisted cord effect intertwined with a small dark brown stripe. It was very pretty.

John Macdonald & Co.'s stock of Berlin wools is of importance to all dealers who visit their warehouse, as they carry a most complete range in all lines.

In men's union-made braces John Macdonald & Co. are showing a full line. Every pair is stamped with the union label on the back. This line of braces is meeting with great success wherever shown. It can be retailed for 25 and 50c.

The line of ladies' hair ornaments and combs shown by this firm is worthy of mention, for at all times their stock in all these staple lines will be found most complete.

A New Dress Shield Material.

A new material has been discovered for the manufacture of dress shields which dispenses altogether with the use of rubber and is only about one-half the weight. It is odorless and can be washed and ironed without injury to the shield. Every merchant will recognize the necessity of having this shield on his smallware counter, as if properly shown it will attract the dressmaker who has for many years been in quest of a perfect dress shield and up to the present has found it impossible to

Never Before Were **"P.D."** CORSETS In such Good Demand



The specially attractive appearance of **"P. D."** Corsets helps to a very marked degree to make them ready sellers. The many other desirable features found only in **"P.D."** Corsets have won for them a continuously growing popularity. Their style, their comfort, their durability have secured for them the foremost rank in the corset trade. One sale is instrumental in producing another. This is the kind of corset to recommend your customers.

For Samples and Prices write

KONIG & STUFFMANN

Sole Agents for Canada — 11 VICTORIA SQUARE, **MONTREAL**

CROMPTON CORSETS

For Over Twenty-Five Years

For upwards of a quarter of a Century we have made Corsets which have each year been the most popular in the Dominion, both in quality, style and price. Among our new models turned out this season, we would emphasize

"STYLE 210"

as the very finest and best corset ever offered to the Canadian trade to retail at $1. "Style 210" will sell on sight to discriminating purchasers, leaving a wide margin of profit to dealers. **It will pay you to see our representative, or write us at once regarding this design.**

The Crompton Corset Co., Limited, Toronto, Ont.

—MADE IN CANADA—

—Oil Cloths—

Be Patriotic, and at same time get best value, by purchasing Canadian-made Oil Cloths.

WE SHOW SELECT AND UP-TO-DATE PATTERNS in

Floor Oil Cloth—3 qualities—$^4/_4$ to $^{10}/_4$ wide.
Canvas and Painted Back Stair Cloth
Mats or Rugs—All sizes.

Table Oil Cloth.
Cotton and Duck Back
Enamelled Stair Cloth.

Enamelled Muslins, Drills and Ducks.

The attention of dealers is called to the advantage of handling Canadian-made goods. It is worth money to get your orders and repeats filled promptly.

We have large producing facilities and give satisfactory deliveries.

The Dominion Oil Cloth Co., Limited, Montreal

obtain any article which does not contain the offensive odor of rubber.

The "Corona" dress shield, in addition to its many qualifications, has with each pair of shields a printed guarantee from the responsible firm who has obtained the agency and sole right to manufacture for Canada, i.e., Flett, Lowndes & Co., Limited, Toronto, who will be pleased to forward sample dozen for inspection.

Novelties in Buttons.

The W. R. Brock Co., Montreal, are passing into stock, daily, in their smallware department a great many novelties. In buttons a complete range of colored pearls and the latest shades of different patterns They also have a very extensive range of jet patterns in all sizes. Steel buttons and dull jet buttons are shown in an extensive variety. A small plain steel button in four sizes has been selling very well for dress trimming.

"Empire" Shetland Floss.

The W. R. Brock Co., Montreal, are passing into stock a quantity of their well-known "Empire" Shetland floss. This line they have had packed 20 skeins to the lb., full 16 oz. This gives the retailer a slight advantage in selling again. In fingering lines, they report a very heavy sale and have been able to execute orders very promptly.

"Seller" Cashmere Stocking.

The W. R. Brock Co., Montreal, report a large sale in their "Seller" 2 and 1 rib six-fold knee cashmere stocking, from sizes 4 to 10 in., which can be retailed at from 10 to 25c. per pair. The complete range is now in stock and they expect to continue this line right on through the season. It is held to be the best value in an all-wool cashmere stocking to retail at 25c. in the market. The "Triumph," 4 to 10 in., to retail from 5 to 15c. is a good one. No. 597 to 599, 1 and 1, 2 and 1 ten-fold lock stitch to retail, 4 in. at 20c. to 9½ in. at 50c., is another leader in ribs.

Lace and Cotton Hosiery.

The demand for lace and fancy cotton hosiery for Spring, 1903, is immense. Brophy, Cains & Co. have secured some novel and nobby effects in misses' and women's lace ankles and legs, embroidered ankles and legs, and lace and embroidered combinations, which they will be offering to the trade shortly. They claim that it will be a banner year for fancy goods and that they have what is wanted.

A Line for the Fall.

The W. R. Brock Co., Limited, Toronto, have been most fortunate in receiving for Fall trade one of the cheapest and best values in Saxony yarns ever offered. It is called 5x5, and is imported direct from Saxony and can be retailed at 10c. for the regular 2-oz. skein in all colors. Send for a sample box of one or all shades. If you want reliable fingering Saxony or common yarns, write for samples and quotations to The W. R. Brock Co., Limited, Toronto.

Supplies of Various Kinds.

The W. R. Brock Co., Limited, Toronto, aim to keep in stock a full assortment of dry goods, merchants', dressmakers' and tailors' supplies, and a complete range of smallwares. Their assortment of chatelaine bags, ball pearls, tailors' buttons, fancy garter elastics, etc., is worthy of inspection by the trade.

Nerlich's Novelties.

Nerlich & Co., Toronto, are showing an immense variety of ping-pong sets (table tennis). This game was very popular last year, and prospects are even better this season, as it is more in demand than ever. This firm are making a specialty of this line, as their extensive array of both English and American-made goods indicates. The racquet, or bat, is made in many different varieties, and Nerlich & Co. report that the plain wood bat is the best, as it does not make nearly so much noise.

The assortment of novelties and toys shown by Nerlich & Co. is one of the largest in Canada. A feature of the many lines of toys is their durability, as could be seen by the samples of toy trains, boats, etc., which were shown. Sleighs and sleds of all descriptions are shown in large variety also. A marked improvement in the make of these goods is quite noticeable this season.

Their stock of dolls is a most complete one, and is larger this season than ever.

Nerlich & Co.'s new catalogue is about to be issued. A copy will be sent to anyone in the trade.

Large Range of Fancy Handkerchiefs.

S. Greenshields, Son & Co. have placed in stock what is claimed to be the largest range of fancy handkerchiefs ever imported by any house on this market. Prices are as varied as the goods, running from 15c. per doz. to $18 per doz. In the lines to retail at 5, 10, 15, 20 and 25c. wonderful values are shown. Included in the handkerchief stock is a complete range of Japanese silk handkerchiefs with both plain white and colored borders, as well as initialed handkerchiefs.

Good Selling Novelties.

"Chatelaine bags in steel beads, leather and silk effects are among good selling novelties," say Kyle, Cheesbrough & Co. "Fay belt buckles and belt sets are having a good run in the United States for the many new ideas of satin and silk belts. Why not make these up in your store, when your clerks are not busy? It saves time—therefore money. You can use up odds and ends of ribbon to good advantage. We have the buckles and our agents will be pleased to show you a sample satin belt to copy."

Good Values in Hosiery.

S. Greenshields, Son & Co. are offering some good values in woollen hosiery, in lines to retail at 25, 35 and 50c. Cashmere hosiery in stock, plain and ribbed, surpasses anything they have ever shown before, and dealers should see the values in the 25, 35 and 50c. lines before placing orders elsewhere. Ladies' elastic ribbed underwear is offered at exceptionally low prices, the firm having succeeded in making large contracts at special prices. In the glove section they show their largest range yet in cashmere and wool gloves in plain goods and with dome fasteners. The colors include black, white, fawns, slates and tans. The fancy woollens are also in very wide range, infantees, bootees, knitted caps, hoods, gaiters, etc., being in great variety and at exceptional values.

Notes of the Smallware Trade.

In ball pearls the W. R. Brock Co., Montreal, are still quoting the low price. The stock is complete.

The W. R. Brock Co., Montreal, are passing into stock a leader in sidecombs, assorted designs to the dozen, in a fancy box, to retail at 15 cents.

In chatelaine bags, a very good line to retail at 50 cents is a leather-lined bag with chain. A new lot of cord shopping

Corona

RETURNED
AUG 15 1902



RETURNED
AUG 15 1902

NO RUBBER
PERSPIRATION PROOF
CAN BE WASHED AND IRONED
ABSOLUTELY GUARANTEED

SEND FOR SAMPLE DOZEN

THE CORONA DRESS SHIELD commends itself to every user. It is the lightest weight shield on the market, and is manufactured of a newly discovered material which is odorless, antiseptic and perspiration proof. Made of finest fabric without rubber. It can be washed and ironed without injury to the shield.

MANUFACTURERS AND SOLE AGENTS FOR CANADA:

FLETT, LOWNDES & CO., *LIMITED,* TORONTO

bags have been passed into stock. In purses, they are carrying a very extensive range, from cheap to very cheap goods.

The W. R. Brock Co.'s stock of brush bindings is complete. They have a large stock in black and colors and in all qualities. They are also showing the latest range of cushion cords.

The W. R. Brock Co., Montreal, have closed a further contract for "Llama" plain cashmere stockings. For a 50-cent line in ladies' sizes this is a hard line to improve on. Notwithstanding the sharp advance in the cashmere yarn market, the W. R. Brock Co. are still selling all numbers in cashmere hose at the old price. The "Wolsey" natural wool vest is proving a good seller in fine unshrinkable make. Cashmere gloves are being passed into stock.

Special Offer in Fancy Goods.

An unusual number of special offers will be found in The Gault Brothers Co.'s fancy goods and notions department. Among them are the ever-popular chatelaine bags, of which a special feature has been made, and an immense assortment is shown. The range of lace curtains for Spring trade is also larger than usual and buyers will be looking to their own advantage to inspect this range before ordering elsewhere. Ladies' belts are shown in watered silks, velvets and sateens, with an adjustable buckle, which allows of their being lengthened or shortened at will. Aprons are another specialty this season and what is said to be the largest range ever shown in Canada, in white and colored goods, is now in stock.

Royal Shetland Floss.

The Gault Brothers Co., Limited, report an unparalleled sale for the Royal Shetland floss, for which they are sole Canadian agents, which is manufactured by J. J. Baldwin. They are having great success with their line of quilts also, several specials being shown in this section, which are well worthy the attention of any merchant doing a quilt business. Their specials in silk blouses include Nos. 330, 332 and 332X, which has met with an unusually heavy demand. An immense assortment of handkerchiefs for the Christmas trade is shown, comprising embroidery and lace edges, in linen and lawns, plain and hemstitched, and silk colored borders. Both men's and women's handkerchiefs are shown and the goods are put up in handsome fancy boxes. Among the fancies are several leaders to sell at 5 and 10c. Their special "Ping Pong" skirt is one of the finest garments on the market at a moderate price. It retails for $1.

WRAPPERETTES TO RETAIL AT 8 TO 25 CENTS.

Wyld-Darling Co., Limited, in their staple department, are showing a large assortment of printed wrapperettes, comprising imported lines, to retail at from 8 to 25c. Some of these lines are confined to themselves and are selling freely. These are printed by the best printers, and manufactured in England and Germany. In Canadian-made lines they have a large range at all prices to retail from 6 to 15c. They recognize the fact that a good selection of patterns is the main thing with these goods, and have spared neither time nor care to get the choicest range possible. They have a complete stock of dress linings in all shades, and customers will do well to send their letter orders in early for these goods when they want prompt delivery. In grey and navy flannels they are showing all the leading lines in values better than ever, and already they have had to repeat their orders, the first purchase having been completely sold out.

Wyld-Darling Co. are showing some special values in scarlet and cream flannels, and report that they have sold more of them this season than for years past, to retail from 25 to 50c. They have just passed into stock repeats for their D1 Oxford shirting, very heavy imported cloth; also large repeats to hand of their own apron ginghams.

SPECIAL LINES IN FLANNELETTES.

NO. 703 is a 24-in. stripe, a mill stock lot cleared out by The W. R. Brock Co., Limited, Toronto. This can be retailed at 5c. at a good profit since this is about 5 per cent. below regular price. No. 161 is a 28-in. Saxony flannelette, in plain colors, pink, sky, red and white; it is a nice fine fabric, a good wearing cloth, worth in a regular way, 7¾c. The W. R. Brock Co., Limited, have secured a stock lot of this and are offering it at 6¼c. This would make a good leader to retail at 8c. Flannelle merino is a 28-in. American wrapperette. This cloth is secured in the grey; it had designs engraved and printed by one of the best known American manufacturers and is especially excellent in the coloring and printing. This is fully equal to the best French flannels and can be retailed at 12½c. No. 250 is a 32-in. extra heavy navy print in stripes, spots and objects, which can be retailed at 10c., and is just the thing for heavy Fall working dresses. B18 is a 36-in. percaline lining, light weight, soft, but yet firm, making a beau ideal waist and skirt lining. It is in great demand for the present season; it can be retailed at 12½c., but is good value at 15c. Snap E is a 16-in. cotton toweling of which The W. R. Brock Co., Limited, Toronto, have secured 1,000 pieces and can offer to the trade at 4c. It is a heavy firm twill cloth and is a snap. CY is a natural French canvas, heavy weight, all pure flax, which they offer at 8c., worth 10c. C150 is a black French canvas as above at 9c., easily worth 2c. more. A1 is a 60-in. cream damask tabling, nice mellow finish, good weight, in five designs and can be retailed at 25c. as a leader.

FIREPROOF COTTON.

A valuable discovery of far-reaching importance to the cotton-manufacturing industry has been made by Dr. W. H. Perkins, of the Owens College, Manchester, whereby cotton and other similar highly inflammable materials can be rendered permanently fireproof. The discovery has been achieved after 2,000 experiments extending over many months. With the exception of explosives, there is no article that flares up so quickly as cotton when it comes in contact with a light, especially in those particular goods which are made of heavy yarns and "combed out" on both sides in order to give the appearance of flannel. The fireproofing process consists of "asbestinizing" the fabric, by which means permanent immunity from burning is assured, but the exact manner in which it is achieved is not divulged. In order to realize the full importance of the discovery, it should be understood that "asbestine fabrics" can be washed and washed, and yet retain their non-ignitable quality. From this it will be seen that the process is not that of merely putting upon the material a chemical that for the time being renders the fabric non-inflamable, but rather that, as in the case of "mercerizing," the very character of the material is changed. From the scientific point of view much interest attaches to this feature. Already inquiries are coming from Germany as to the process, for in Europe these highly inflammable cotton goods are largely produced. It should be added that "asbestined" cloths are perfectly hygienic, and can be safely worn next to the skin.

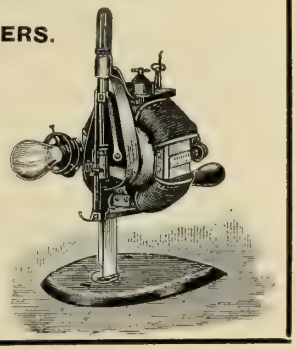
TWO SPECIAL LINES IN BLUE DENIMS.

The W. R. Broek Co., Limited, report two special lines in blue denim, one to retail at 12½c. and another at 20c. These are below the regular prices. They are also carrying a line of very heavy flannelette blankets, selling them below mill prices. They are clearing a lot controlled by themselves: Another line of The W. R. Brock Co., Limited, are the printed moleskins to cut up at 20 and 25c., which is considerably below present prices. In cotton bags they have five different prices.

If we could convince you that the use of our Cutting Machine would save you $1,000.00 every year, you would likely buy it, wouldn't you?

IT'S DOING THAT FOR OTHERS.

It Cuts { White Underwear, Shirts, Overalls, Pants, Fine Clothing, Cloaks and Suits.



The Eastman Machine Co., Limited
247 Yonge St., TORONTO.

The Telephone

has no equal as a saver of time and money for the buying and selling of goods from distant points.

The travelling salesman found this out long ago. Others are learning the truth daily. Bear it in mind.

The Bell Telephone Co. of Canada

Everyone in the Trade

that examines or handles the products of THE GUELPH CARPET MILLS:—

Wiltons, Brussels, Ingrains, Art Squares

is pleased with them. Some consider them superior to any other Canadian carpets and by no means inferior to the much-talked-of imported article.

There is no better equipped mill than ours and, as we are gaining credit for giving a little bit better value than other makers, we are striving to sustain this reputation.

For Spring, we are now showing some new and very beautiful effects, both in figure and coloring, embodying the creative ideas of our skilled designers, as well as many outside artists.

Our long-established system of selling direct from our mills to the trade assures the closest prices and most prompt shipment.

Repeat orders of any of our patterns supplied on very short notice.

If our travellers have not recently called, let us know and we will forward you some samples.

GUELPH CARPET MILLS CO., Guelph
LIMITED.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS
AND
TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART
27 Front Street West, TORONTO

Waists

Silk, Cotton, Flannel, Albatross and Cashmere.

MANUFACTURERS of waists, skirts or cloaks have had no reason to complain of the manner in which their products are being received throughout the country. The demand for Fall goods, particularly in waists, has been enormous, and factories have been taxed to their utmost capacity to keep up with the orders. In order not to get too far behind with their customers, it has been necessary in some cases to call the travellers in from the road before they had completed their regular trips. Every traveller was able to do a satisfactory business, and the general impression among them was that the trade this year have shown a decided tendency to take the higher grades of goods.

* * *

It is quite evident that the waist business is becoming a separate and special line as it is in the United States, and not a side-line, as it is here at present. The business is now long past its infancy in Canada, and the work of those of our factories which make waists alone compares most favorably with factories in the United States or elsewhere, in style, fit finish and value.

* * *

Our predictions as regards buttoned-back waists are apparently to be fulfilled, and this class of waist will be worn very little during the coming season. After a careful canvass of the manufacturing houses, we found that very few orders for these had been received

* * *

Gibson waists, while not the rage, have been in the lighter materials throughout the Summer, and are still well to the front among Fall and Winter styles, particularly in the flannel goods, which have been well received.

* * *

Fine silk-warp henriettas are well thought of in the more popular shades, such as sky, pink, navy and black. Taffetas have been shown a good deal in both reseda and Nile green, which shades are selling equally well. A range of shades is also shown in sky, all of those of last year being again in demand. Brown, which many look upon as the leading color in dress goods for Fall, and which is also expected to be popular in waists, is in fair demand, though it is thought that later in the season the demand for this color will be felt much more. Golden and seal browns, so far, are in the best demand.

* * *

Embroidery is now more popular than ever, and the quantities of waists with the different styles of embroidery work on them that are being sent out to the trade is large. With this great demand for embroidery, it is strange that the best selling embroidered waists are those on which the embroidery has been used sparingly. The reason for this would be hard to discover, but it is plain that except in a certain class of trade the most elaborately embroidered waists are not wanted. The duchess front waist continue to move out rapidly. Moires, trimmed with taffeta, are also popular, and, notwithstanding that their price renders these garments rather more expensive than the ordinary waists, there is no doubt but that the demand will be good.

* * *

Flannel waists have again taken well for the coming Fall and Winter. Stripes and polka dots are both shown in the designs, and a good variety of colors are going, ranging from some very deep tones to the light shades. Greens, reds, and other strong colors are well thought of. Taffetas hold their own. Changeable taffetas are said to be coming to the front in the dressier waists.

* * *

Velvet is a material very well thought of for dresses during the coming season, and velvet waists are expected to be in good demand in the United States. It is probable, that, if such is the case, we shall see them here also But manufacturers are of the opinion that they will not meet with the same success here, particularly when a jacket or coat must also be worn, as it is always a great nuisance to pull on a coat over a velvet waist. The metallic printed velvets are also shown for waists, and will doubtless have their share of whatever sale there may be for plain velvets and corduroys. The colors include black, brown, green and blue, in various shades.

* * *

Heavy cottons are popular in the United States at present for Fall trade. They are being taken largely in both plain and fancy designs, and there is little doubt but that many cotton waists will be worn. The impression is, however, that the trade will be limited greatly to the highest class goods. In Canada, where the Winter season is more severe than in the Republic, the demand for cotton waists may not be for more than the earlier Fall season. The great majority of women always look for some warmer material than cotton in Winter clothing, although for indoor wear such goods would be perfectly satisfactory. Whatever the outcome of the cotton waist business, the trade should exert the greatest judgment in buying. In some localities, cities chiefly, there may be many cotton waists worn. Each dealer must be his own judge as to the advisability of buying cotton waists in any quantity; and, no doubt, with a proper study of one's customers and the class of trade done generally, the conclusions arrived at will be correct. The point is to avoid "going strong" on cotton waists just because they are the fashion somewhere else, under the impression that if one merchant can do well on them any other can as well.

* * *

THE TAILOR-MADE WAIST.

The American Silk Waist Co. is in running order, and is now under the control of the originators of the firm and pioneers of the silk waist trade in Canada, namely, J. Mishkin and J. Cars. The work of these two gentlemen is well known to the dry goods trade in Canada, and there is no doubt that the American Silk Waist Co. is in safe hands. Mr. J. Cars has just returned from his observation trip and gave all his attention to the latest styles. This is the tailor-made waist which is said to be the coming novelty. Mr. J. Mishkin is getting ready with his samples for a trip on the road to see his old friends in the trade.

* * *

RANGE OF GOODS FOR THE FALL.

Stewart, Allan & Lemaistre have just completed their Fall range, and will submit the same to the trade immediately. They are showing a complete and up-to-date range, from the newest effects in heavy white cottons to the finest peau de soies in the market. This firm make a point of obtaining the latest styles before going before the trade, instead of getting the goods out on the road too early to be able to include in them the fashions that have appeared on the foreign markets late in the season. To this is due much of their success.

* * *

A NEW WAIST FABRIC.

The New York Silk Waist Co. are showing for Fall a new fabric for waists, containing worsted yarn and silk, woven very close, and heavy. This material makes up into a most stylish, as well as serviceable, waist for Fall, as it contains both wool for Winter wear and enough silk to be dressy for the theatre or house wear. Although this material is on the

RELIABLE MERCHANTS WANT

RELIABLE SILK WAISTS

RELIABLE SILK JACKETS

RELIABLE DRESS SKIRTS

WE



MAKE THEM

SEE OUR

Tailor-Made Waists

THE COMING NOVELTY.

As usual, we have the best.

While in Montreal call and see us.

AMERICAN SILK WAIST CO.

1853 Notre Dame St., MONTREAL.

The New York Silk Waist Mfg. Co.

40 St. Antoine Street, MONTREAL.

The Largest Exclusive Waist House in Canada

PERFECT FIT FINISH



PERFECT STYLE QUALITY

MADE IN CANADA

Our Fall range now on the road has been received with approval by the trade, and orders greatly exceed our fondest anticipations. Increased facilities will enable us to give prompt delivery.

Frank I. Lyons & Co.

3a Wood St., Cheapside,

LONDON, - ENGLAND.

On Ground Floor we exhibit the latest novelties in

Trimmings, Laces, Chiffons and Gauzes

On Upper Floors we show **Novelties** in

BRITISH and FOREIGN

DRESS GOODS AND SILKS.

We invite buyers to give us a call on their visits to the London market to inspect the latest ***designs*** and ***specialties.***

Our Canadian Representatives, *THE BRITISH IMPORT CO.,* 1 West Wellington Street, Toronto, carry our samples and will be glad to submit them to the trade.

road but a few days this season, orders have been received for some of the largest houses in Canada. They have had big success with their printed flannels in stripes and polka dot designs in dark and light colors, and also with some fine duchess point embroidered flannel waists. A representative of this paper called on The New York Silk Waist Co. and found them as busy as bees and jubilant over the success their garments have met with this season. They are to place in several new machines, enlarging the plant so that it will be possible to keep up with orders without nightwork, which has been very disagreeable to the hands.

* * *

A FALL ANNOUNCEMENT.

The New York Silk Waist Manufacturing Co. are sending out the following announcement for the Fall season of 1902:

We have much pleasure in advising our patrons that our representatives are now on the road showing our lines for the coming season. We cordially invite your examination and comparison, knowing that you will see the latest and most desirable styles and designs ever shown in this country. The "Shield Brand" carries with it an indisputable guarantee of excellence.

We have created and maintained a reputation for reliable and perfect-fitting garments, and for originality, enterprise, and for the production of remarkably successful and up-to-date garments.

There is a difference between talent and genius in waist making. Talent does what it can, Genius what it must. It is the "Little More" in our waists that makes the difference and it is that that wins. It is the "Little More" that makes them better and sell faster, and it is by adhering to these principles that have enabled us to distance and out-run our competitors. That is why to-day we have the largest exclusive silk waist business in Canada, and it is our intention to always keep up the high standard maintained by us in the manufacture of the "Shield Brand" perfect-fitting garments, which is a guarantee of good workmanship, materials and designer's art.

Buyers who are acquainted with our productions require no advice regarding the superiority of our waists, but it is those whom we have not reached thus far that we want to reach.

Our waists are designed by masters of the art, made of fashion's approved fabrics, built on honor and sold on merit. They stand to-day right at the head of the waist procession.

All our new lines will be in every respect worthy of the best traditions of our house, and we tell you candidly that we have spared neither time nor money in procuring everything that goes towards making a perfect waist from every point of view.

* * *

A MANUFACTURER'S VIEW.

One of the leading manufacturer's spoke as follows to a representative of this paper in regard to Fall waists:

"There is no doubt that this will be the biggest Fall waist season ever experienced in Canada, and the makers are out to supply the demand.

"There will be seen this Fall more than the silk and flannel for Winter wear—heavy cottons, which have been very favorably talked of and picked up by the up-to-date buyers. There is a newness about them that is welcomed; besides, the price at which they can be retailed has somewhat to do with their popularity.

"The heavy weights in mercerised effects will, no doubt, be the most popular, although the lighter goods are already being well selected.

"There is a maize pebbled cotton on the market that makes a sightly garment, to retail at $2 with a good profit. The peau de soie seems to be much in favor in the better grade of waists. Taffeta, of course, is the leader in silks at the popular price, to retail at $5. Tamolines will be the waist for the $3 to $4 lines.

"Trimmings play the most prominent part after all in the design of a waist, and there are numerous styles and effects—and sometimes defects—in that a trimming practically makes the price of the waist. If a designer is not of an artistic turn of mind or his eyes are out of gear, a design will be utterly spoiled by the trimming. On the other hand, a braid here or a piece of lace there on a waist will so beautify the foundation style as to make it worth twice as much to the retailer.

"The principal houses in the manufacture of Fall waists are practically only out with their Fall ranges, which will assure of their being right up-to-date in design, etc."

* * *

WAIST TRADE NOTES.

Mr. Margolin, late designer of the American Silk Waist Manufacturing Co., has been engaged by Stewart, Allan & Lemaistre, and is now working on their Fall range of waists.

VISIT FROM A BERMUDA MERCHANT.

MR. L. B. HARNETT, of the firm of W. T. James & Co., Hamilton, Bermuda, is making one of his periodical trips to Canada. His object is principally pleasure, but he is also devoting some time to business, the firm he represents being large jobbers and retailers in Bermuda. He was in Toronto for a few days last week, and THE DRY GOODS REVIEW had a pleasant few minutes' chat with him. He came to Canada by the Pickford & Black Line, and reports having had a pleasant voyage, and he spoke highly of the service. When questioned in regard to trade matters, he said: "Our desire in Bermuda is to trade with Canada, for we are of the same nation, but, of course, you can readily understand that we are compelled to buy where we can buy cheapest and to sell where we can sell to the best advantage. The trade between Bermuda and Canada is growing, but you have a great competitor in the United States."

"What Canadian products do you purchase principally?"

"Speaking for our firm alone, I might say that we buy all our flour from Canada, and we have been doing so for some years. Then we buy oats, hay, butter, cheese, bran, middlings, etc. Canadian soaps are beginning to come in more freely, and quite a little Canadian furniture is bought. Our firm is now buying a lot of canned goods from Canada, such as fruits and vegetables, and we find them of excellent quality. We prefer some of the canned fruits to those of California, their flavor and syrup being much better. So far, Canadian canned goods are knocking out New York prices. Of course, did they not do so we could not buy them."

"What about the dry goods trade?"

"Nearly all the dry goods we import into Bermuda come from England, our buyers going there twice a year. It is perhaps worthy of note that the people from the United States, who visit Bermuda in large numbers during the Winter, purchase while with us a great deal of these English goods, particularly silks, dry goods and clothing. We have some fine tailor shops in Bermuda. These goods are largely purchased by the people from the United States who visit us, because they can get them a great deal cheaper than in their own country."

"Where do you get your hardware from, principally?"

"Our shelf hardware comes largely from Pittsburg, but the heavy goods are still largely imported from England. We have some good hardware stores in Bermuda."

Speaking of the products of Bermuda, Mr. Harnett said: "Our principal products are onions and potatoes. Of potatoes we raise three crops a year. The first crop is gathered about September, the second in January and the third in March. After the land has been given a little rest we produce on the same soil watermelons, muskmelons, and vegetables generally. There is only one crop of onions a year. The production of Easter lilies is quite an industry in Bermuda. Whole farms are devoted to their cultivation. The seed is sown in December and the flowers are gathered in July. It takes about three years to produce bulbs of saleable size. These fields of Easter lilies are a beautiful sight, particularly in the morning when they look like fields of snow, while the odor from them is delightful."

While a good many Canadians visit Bermuda in the Winter, Mr. Harnett regrets that the number is not larger. "We have, he said, a very fine climate and excellent hotels,"

SMALLWARES DEPARTMENT.

We are making a specially fine showing of the following lines. It will pay you to see our samples before placing orders :

SPECIALS.

IRISH EMBROIDERED FANCY HANDKERCHIEFS.
IRISH LACE EDGE FANCY HANDKERCHIEFS.
SWISS EMBROIDERED FANCY HANDKERCHIEFS.
TAMBOR EMBROIDERED FANCY HANDKERCHIEFS.
Both on Cotton Lawn and Linen.
ALSO FULL ASSORTMENT OF MEN'S AND LADIES' PLAIN AND HEMSTITCHED LAWN AND LINEN HANDKERCHIEFS.

We are showing a splendid range of Men's Colored Border Handkerchiefs in fancy boxes for Best Gents' Furnishing Trade.

We are showing a particularly good assortment of Fancy Box Handkerchiefs for the Christmas Trade.

A full range of Famous "Excelda" Handkerchiefs always in stock.

We are offering many jobs in bundle lots. These cannot be shown by our travellers. Please write for sample bundle ; also our 5c. leader in Ladies' Fancy Handkerchiefs.

CHATELAINE AND WRIST CHAIN BAGS.

Full assortment of these goods in Leather, in Black and Colors. We show the best 50c. Ladies' Pocketbook in Canada.

LADIES' BELTS OF LATEST SHAPES

We have just received into stock in Satin, Velvet, Moire and Leather.

SPRING TRADE.

We have now in hands of travellers a larger range than ever of Embroideries, in Edgings, Insertions, Allovers, Flouncings—all secured before the market advanced. We are giving exceptional value which purchasers cannot afford to pass. Also a number of job lines.

The Gault Brothers Co., Limited

MONTREAL.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

THE PREFERENTIAL TARIFF QUESTION.

By Robert Munro, President of the Canadian Manufacturers' Association.

THERE is much more general agreement on this subject than we are apt to infer from the varied opinions expressed in its discussion. It is no question of party politics. There can be no doubt that the people of Canada, as a whole, are favorable to giving British possessions every tariff advantage that is possible, consistent with our general financial system and the maintenance of our industries.

There is a remnant of our people who would refuse to consider our industries in the question at all. These do not consider that the investment of Canadian capital in manufacturing industries amounts to probably $500,000,000, and that at least one-third of our population is dependent on these. There is also a further consideration. These industries were largely induced by the measure of protection the tariff incidentally afforded, and, as a community, we cannot afford to so alter our fiscal conditions as to prevent this enormous investment yielding some return, nor can we afford to materially reduce the number for which these industries find employment.

The Pro-British view of the tariff looks to increased trade between Canada and other British possessions. Of this view Canada is the author. Its development will probably be intercolonial before it becomes Imperial. We may expect a return of preferences from the other colonies before reciprocal preferential trade is adopted by Great Britain. Our fellow-Britons in Australia, New Zealand, South Africa, West Indies, etc., are thinking hard on the question. We may surely arrange to help out the discussion with them in detail, and it cannot prove fruitless. A general agreement among the colonies is the great lever which will move Great Britain. This intercolonial agreement is just what many of our British people would delight to see in operation. The discussion of the principle will help to bring the financial systems of the colonies into similar lines, and as one colony gradually increases its consumption of the products of the other, the preferential tariff will be a matter of less and less difficulty.

But the Pro-British view has another very important feature. It seeks to retain British trade for Britons. In carrying out this view it has no favors to confer on foreign nations. Nor has it any prejudice against dealing with them on a fair "tariff for tariff" basis. While one part of our creed is to give a preference to British possessions, another is to give to every other country as fair terms as they give us, but we object to give more than this. If they tax our farm products and our manufactures we also tax theirs. We want to trade with the wide world on a business basis. We want to trade with our fellow Britons on a preferential basis, and we expect them to recognize us as Britons also.

This view is worthy of Canada. There is nothing in it that is not businesslike, straightforward, fair and just.

Now, what would be the outcome of this Pro-British policy if carried out from these two viewpoints?

Based on the existing tariffs of Germany, United States and other countries, the principle of tariff for tariff would so restrict our trade with these countries that a large additional volume of trade would be available between us and Great Britain and her colonies. One effect would be a higher Canadian tariff on a large number of items, which is not, in itself, desirable, but it would be necessary to equalize with foreign tariffs. The other effects would be that not only would a larger amount of trade be available between us and Britain, but that a greater percentage of preference could be given to Britain.

I am not forgetful that some few industries have suffered severely from the preference now given. These industries were established on a tariff which appeared to offer a return on their investment, but the abatement of one-third upset their calculations, and in some cases changed profit into loss. These are the exception, however, and call to be dealt with exceptionally, but generally the increased aggregate business that would result from fair trade with foreign nations and the special increases incident thereto would adjust matters. I have tried to deal with principles. Let me give only one illustration in detail.

Our agriculturists are very heavy sufferers in this regard. There is approximately $20,000,000 lost to Canada every year to pay United States farmers for produce for which they will not take produce in return, but are paid in gold. Every dollar of this is lost to our Canadian farmers.

The pro-British principle of "tariff for tariff" to foreigners and reciprocal preferential between British possessions is the principle that will do justice to Canada and her people.

MANCHESTER EXPORTS TO THE UNITED STATES.

The United States consul at Manchester transmits the following tables of exports of cotton velvets, cords and fustians from that city to the United States:

Month.	1901. Dyed. Yards.	1901. Undyed. Yards.	1901. Total. Yards.
January	353,937	452,702¾	806,639¾
February	314,416¾	713,484	1,027,900¾
March	281,870½	590,215½	872,086
April	288,669¾	497,383	786,052¾
May	536,286½	487,560¼	1,023,846¾
June	631,556½	579,866	1,211,422½
Total	2,206,737	3,321,211½	5,727,948½
	1902.		
January	509,942¾	596,615¾	1,106,558
February	307,672¼	451,680	759,352¼
March	240,991¾	600,696¼	841,688
April	497,447	612,065¾	1,109,512¾
May	943,150¾	598,911¾	1,542,062½
June	949,819¾	652,024½	1,601,844¼
Total	3,449,024¼	3,511,993½	6,961,017¾

EXPORTS OF COTTON YARN TO THE UNITED STATES.

Month.	1901. Pounds.	1902. Pounds.
January	199,654¼	288,295
February	171,054¾	227,256¼
March	185,180	284,520
April	156,445¼	285,515
May	180,184¼	335,206
June	170,864¾	243,353
Total	1,063,383¼	1,664,145¼

SOME UMBRELLA SPECIALTIES.

Umbrellas are a line of goods that special attention is paid to by The W. R. Brock Co., Toronto. Their purchases are not confined to one factory, but are selected from the manufacturers of the world and are the productions of many brainy inventors. See their "Kingston" and "Butterscotch" to retail for $1. A self-opener called "Magic" deserves the name.

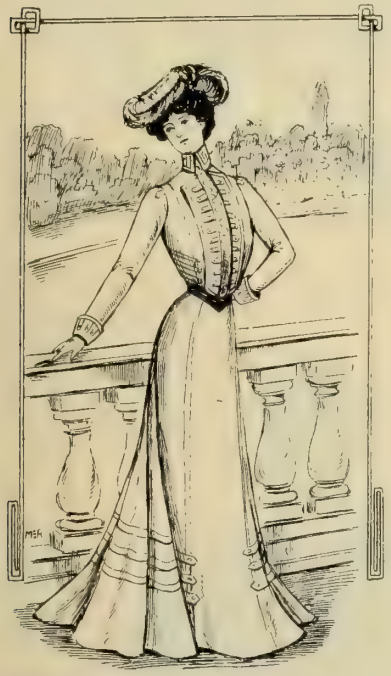
BATH TOWELLINGS.

The range of bath towellings in Brophy, Cains & Co.'s linen department is very complete, running in price from 75c. to $4.50 per dozen. They include striped cotton and plain linen, Turkish and fancy bath towels. Two lines of bath robes shown this month are selling very well. The linen towels include hemstitched and fringed hucks, from 75c. to $4.50. This range is very large, and the demand for them is of the best.

Brice, Palmer & Co.

Telegrams
"Eminent"
London

London, Eng.



BRICE, PALMER & CO.,
LONDON, ENGLAND.
Warehouse: 14 Cannon St., E.C.
Factory: 90-92-94-96
City Road, E.C.

Manufacturers of

THE "EMINENT" RAINCOATS

Ladies', Misses' and Children's

CLOAKS and SUITS

Canadian Representatives—

THE BRITISH IMPORT CO.
OF TORONTO

1 WEST WELLINGTON ST., TORONTO

T. E. CUFFE H. G. POOLER C. O. DOUGLAS W. H. VAUGHAN

C. H. Forster
30 Merchants' Building
50 Bay St.,
TORONTO.



Insist on having that **trade mark** on all the **Blankets** you purchase and thus insure getting **good** Blankets. Protect **your interests** by giving us a **trial order.**

The Slingsby Manufacturing Company

BRANTFORD, ONTARIO. Limited

REG° TRADE MARK
Cravenette
PROOFED
—BY—
CRAVENETTE
Co LTD

AUG 22 1902

Cravenette

Cloth

is asked for by every lady and Gentleman ordering High-Class Waterproof Garments. The ladies who want the best material for a Rainy-Day Skirt will have no other.

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AUG 22 1902

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NEW YORK - - - - - - Room 443 New York Life Building.

Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.
Published the first of each month.
Cable Address: "Adscript," London; "Adscript," Canada.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, AUGUST, 1902.

PROFITS OF TEXTILE TRUSTS.

A FEW years ago an epidemic of consolidation struck British manufacturers and several combinations were formed. Prospectuses issued at the time predicted great increases in profits, owing to the economies in management, etc., which would be secured. Strange to say, these expectations have not as yet been realized. Especially in the textile trade have the returns to the stockholders been most unsatisfactory. The English Sewing Cotton Company, Limited, and the Dyers' Consolidation both showed rather discouraging statements.

The annual report of the Fine Cotton Spinners and Doublers' Association, Limited, may be taken as a fair example of what is being done by these combines. Though this report exhibits a more favorable state of affairs than exists in the other two organizations, yet it also shows a decided falling-off on the returns of previous years. Both in 1900 and 1901 the profits averaged £550,000, but for the year ending March 31, 1902, these had shrunken to £427,188.

Taking into consideration the capital employed, this year has been the worst since the formation of the company. While the percentage of net profits to total capital was 6.21 per cent. in 1899, 7.33 per cent. in 1900, and 7.90 per cent. in 1901, last year it was only 5.47 per cent. Moreover, the prospectus had indicated the sum of £234,337 as a basis for future net profits, which, on the then issued capital of £4,000,000, would have been sufficient to pay a dividend of about 8½ per cent. on the ordinary shares. No 8½ per cent. has as yet been paid, except in 1901, when a dividend of 9 per cent. was announced. In other years only 8 per cent. has been paid.

To seek to explain these results would be impossible without some knowledge of the conditions governing these manufactures at present. It is to be hoped that the decrease has been occasioned by unavoidable agencies, and that it need not be attributed to any incompetency on the part of the organizers or managers.

* * *

Those who keep up with the times are usually able to show their heels to bankruptcy.

* * *

INDUSTRIAL ECONOMY.

BUSINESS men are all familiar with the modern doctrine of the division of labor. They may not know it under this name, but the principle of the thing is everywhere understood. For instance, they can tell you that, where, 100 years ago, one man took five hours to make a single article, to-day, five men, each working at a particular part of its construction, can turn out the complete article in five minutes, and consequently can produce an enormous number in five hours. That is, while the expenditure on labor and machinery has been increased, the receipts have grown much more in proportion and there has been an immense saving in time.

This specialization of labor has been carried into almost every department of production, and machinery of the most intricate nature has been invented, with the main object of doing work more expeditiously and at a greater saving of labor. So far has this specialization been carried that manufacturers are sometimes confronted with the problem whether or no the human hand or the intricate machine is of most economic value, and there have been cases where the machine has had to give place to human labor. Nevertheless there can be no limits to the extent of this specialization provided the inventor's ingenuity can overcome the difficulties that confront him.

In many departments of highly-developed industry, however, methods have become so identical and competition so keen that the captains of industry, realizing the hopelessness of much further specialization, have turned their attention to the practice of other kinds of economy. They have a certain system to begin with, and instead of saying, "How can we, by the introduction of more machinery and labor, get greater results in less time?" they ask themselves, "Is there any department in our industry where good material or labor is being wasted, which by some attention might be saved?" While practically the end aimed at is precisely the same, there is much difference in the way they set about securing it.

For instance, here is a manufacturer whose industry is fairly well specialized. He sees a point in the chain of production where he thinks time and labor can be saved by the introduction of a machine. An inventor turns out the necessary machine and it is set to work. It proves immensely satisfactory and over a given time the output of the factory is much greater and the cost is less. But mark! the machine is extravagant. From the nature of its construction, a greater amount of by-product is turned out than before, proportionately. When competing industries secure the same appliances the advantage once gained is lost. Then, the manufacturer remembers the by-products and determines to make use of them. This is the second and more modern phase of the production. Years ago manufacturers paid no attention to details such as this and good material was wasted. Now they are all striving to make a profitable use of the by-products.

TRADE SITUATION IN CANADA.

WHATEVER may be the conditions which prevail elsewhere, the commercial outlook in Canada is, on the whole, of a most satisfactory character.

Excessive rains have done some damage to the crops in certain sections of Ontario, but taking the country as a whole, the harvest will undoubtedly be the largest in its history. Enormous as was the wheat crop in Manitoba and the Northwest last year it will certainly be exceeded in quantity by that of the present season. As to quality, that will of course depend on the saving of the crop. The heavy crop of hay will come in most useful for stock-feeding purposes, especially at a time when cattle and horses are demanding such high prices. With the large yield of fruit that the country is gathering, we have certainly reason to say that Nature has been lavish with us in our chief industry.

But the crops are not the only favorable conditions. The railway earnings and the bank clearings, than which there are no more reliable trade barometers, show a most gratifying increase. And with the large demands on the railways and on the banks there will necessarily have to be made in order to move the crops, there will in all probability be a further expansion in these particulars rather than a curtailment. The bank clearings in Canada increased over 28 per cent. during the first six months of the year, compared with the same period in 1901.

Another favorable indication is in regard to commercial failures, the report of the commercial agencies showing a diminution compared with last year.

The development of the iron and steel industry is one of the most satisfactory features of Canadian industrial life, while the demand for its products exceeds the supply. And when the iron trade is good there is not much to fear in regard to other branches of industry.

* * *

Business reputations are not soiled by the judicious use of printers' ink.

* * *

A SUBSIDY WOULD CREATE A MONOPOLY.

IN BOTH Great Britain and Canada there appears to be a decided objection to the subsidizing of an Atlantic freight line. The objection is based on the belief that it would tend to destroy the competition of independent lines.

This objection is not without reason. Lines that are subsidized naturally tend to drive away from the ports those which are not similarly favored, because of the lower rates at which they can afford to carry merchandise. But these lower rates only exist as long as the competition exists. The absence of the one means the departure of the other.

At the annual meeting of the Maritime Board of Trade at St. John, N.B., in 1899, the effect of subsidized lines in creating a monopoly was the cause of a good deal of discussion, during which it was asserted that the subsidized lines running to ports in the Maritime Provinces had created a monopoly and the resultant excessive freight rates.

If there ever was a reason for subsidizing an Atlantic freight service the necessity for it is becoming less every year. Canada's foreign trade is growing rapidly and just in proportion as it develops will our ports become increasingly attractive to steamship lines. Abundance of freight attracts competing lines, while big subsidies tend to diminish competition and to create conditions unfavorable to the mercantile interests of the country.

There is nothing more important in regard to the export trade than an efficient transport service. It is imperative, therefore, that we do nothing that will tend to impair rather than to improve the conditions as we have them to-day.

What is infinitely more important to the commercial interests of Canada than a subsidized freight service is an improved St. Lawrence route, in order that the discriminating and heavy insurance rates now levied against it may be removed.

* * *

Success is unequal to the task of overtaking the slow business man.

* * *

COMFORT FOR CUSTOMERS.

IN THE days of our grandmothers shopping was an entirely different process from what it is to-day. Then it was business pure and simple—to-day it is getting more and more to take the form of a pleasant little outing. There are several reasons for this. In the olden days shopkeepers paid little attention to the comfort of their customers. So long as a lady was provided with a chair or stool whereon to sit while goods were being displayed, it was deemed a sufficient amount of condescension.

The force of modern competition has driven merchants to all kinds of expedients to attract customers. Bargains have always influenced the public and many a drygoodsman has built up a good business by a judicious use of the bargain principle. But it will be found that attention to the comfort of customers has also had much to do with founding solid institutions. Those stores which have made it a principle to do all in their power to make the brief visits of their customers pleasant, will be found to be the leaders in any town.

Lightness and immaculateness are the two great requisites, if a merchant desires to make his store attractive. The first is necessary, if only to show the goods to proper advantage. The second is a great help in convincing customers of the perfect condition of a stock. Airiness and plenty of free space stand out in bold relief to the stuffiness and congestion of the old emporiums.

In addition to these improvements, which can be made at a small cost, there are certain luxuries to be found in modern stores. Palms, rugs and comfortable seats give certain departments an air of refinement. Electric fans keep the atmosphere cool in Summer. Clerks are handsomely dressed, and possess the manners of gentlemen. Smoothly-running elevators carry customers from floor to floor. Tasteful waiting rooms, overlooking the store, serve as convenient rendezvous. All the latest devices for exhibiting goods are in use and a perfect system makes the whole process of shopping a most pleasant one.

To what limit all these changes and improvements will be carried, remains to be seen. That they are worth their cost has been demonstrated in many instances.

* * *

Perseverance is the price of prosperity in business.

THE YUKON AND ITS TRADE

An Interview with Mr. Geo. H. Hees.

THAT far-away corner of the Canadian Dominion which goes by the name of the Yukon Territory, still wears an air of glamor and mystery for the average easterner. Being so distant and so remotely connected with the arteries of travel and commerce, it has naturally become a good field for the propagation of all manner of political, moral and commercial exaggerations. Therefore when a traveller returns east after having endured the rigors of a journey thither, he is eagerly questioned as to his experiences and views, and people never seem tired of hearing about the Yukon Territory. Realizing this continued interest, a representative of The Canadian Grocer called on Mr. Geo. H. Hees, of Toronto, who has just returned from Dawson City, and asked him for a "story" of his trip.

"I went to the Yukon," said Mr. Hees, "for pleasure and also for business; to see the country and to examine the prospects for the manufactures of Canada. I visited the creeks and mines and found many Toronto people there, who were enthusiastic about the place. They had become accustomed to the climate, and say they could hardly live now in the quiet east. The output of gold last year amounted to $24,000,000, but Mr. Senkler, the Canadian assistant gold commissioner, told me in an interview that the Government estimate for the coming year would not exceed $14,000,000. The reason for this is that no important discoveries of gold fields have been made within the last year and a half, and the old creeks and finds are being worked out. It will take years—some 10 or 20—to work out the present fields, but it follows unless they discover new ones the product will grow smaller year by year. The hope is to find gold quartz.

"Dawson City, situated at the base of Dome Mountain, rising 2,000 feet above the city, has 5,000 inhabitants and is two miles long by one wide. The Government has shown its faith in Dawson by putting up large and substantial buildings. The barracks for the mounted police are large and commodious and capable of accommodating over 500 soldiers, and, whether mines increase or decrease, Dawson, being the headquarters of the Government and mounted police, must always be a city of considerable importance. It is at the junction of Klondyke Creek and the Yukon River. The Yukon is navigable by light-draft boats from St. Michael's to White Horse, a distance of 1,800 miles. The city has four churches; several schoolhouses, all well built and well supported; two banks, charging interest at the rate of 18 per cent. per annum; two theatres and numerous dance halls, where varied entertainments are provided. Gambling has been lately suppressed, and Dawson is the most orderly and quiet place in Canada."

"How about American business invasion?"

"Most of the merchants doing business are Americans, and, having come out in the early days and having connections with business houses in the United States, they naturally obtain supplies from jobbers where they are best known. They were able to get travellers' prices for anything they had to sell, and the small matter of 35 per cent. duties did not interest them. But now Vancouver and Victoria jobbers are looking well after the trade of Dawson. There are several large transportation and trading companies in Dawson that carry large stocks. They conduct departmental stores, and sell almost anything required by the citizens or miners. These companies own their own ships and carry freight up to St. Michael's in them, thence transfer to lighter craft, which go up to Dawson, thereby saving the extremely high rates by way of Skagway, Alaska, over the White Horse and Yukon Railway, thence by the Yukon to Dawson, which the small trader who gets his supplies thus is obliged to pay.

"Governor Ross told me that but a year or so again $1 in the east would buy as much as $6 in Dawson, but lately, checking over bills, he found the difference now is about $1 to $4.50. No coin less than 25c. is used in the Klondyke. The three daily papers—smaller than our 1c. papers—sell at 25c. each, $4 a month, $40 per year in advance. All drinks, hard or soft, 25c., but all mixed liquors 50c., poor cigars 25c. or three fair ones for $1. A leading barrister told me he thought he had passed the period of being surprised at Dawson prices, but that morning when he was charged 25c. for a pair of common shoelaces he thought the price rather steep. Rents are very high. An office that rents in Toronto for $30 per month would bring $130 in Dawson. Small shops rent from $10 to $20 a day in advance. Dining-room girls get $100 per month and house servants from $75 to $125 per month. Hotel charges are more reasonable. A small room $2.50 per day, breakfast or lunch 75c. and dinner $1; the meals are better than you would expect under the circumstances. Sample-rooms from $5 to $10 per day; hauling baggage $1 per piece.

"There is now in Dawson a great surplus of laborers, who are ready and eager to go to work. I am told there are 10 applicants for every job available, and yet boat load after boat load of adventurers are arriving almost daily to swell the crowd of idlers. Knowing these conditions, and seeing in almost every issue of the Seattle, San Francisco and other papers the glowing accounts of the Klondyke, one cannot help feeling that the transportation companies are responsible for those alluring stories. Dawson is about 4,500 miles from Toronto. From St. Michael's to Vancouver is about 2,800 miles, and from St. Michael's up the Yukon to Dawson about 1,400 miles. The Yukon is navigable for light draught boats 1,760 miles. The cost of a two months' trip would be between $500 and $600."

Dawson is within a little more than one degree from the Arctic circle, and when Mr. Hees was there in June it was almost as light at midnight as at noonday. Saloons, restaurants and fruit shops kept open all night, and out-door games, like cricket or tennis, were often played after midnight.

EMBROIDERY MEDALLIONS.

W. R. Brock Co., Limited, Montreal, have just received a shipment of embroidery medallions, the newest novelty in trimming, in white and black, from 20c. to $2.80 per doz. The firm report having received a shipment of French organdie, white, from 11 to 23½c. per yard. They also have a full range of guipure lace insertions in ecru and butter, from 8c. to 60c. per yard.

Mercerized black and white striped underskirts are shown by Brophy, Cains & Co., to retail at 75c. to $1. They are very special.

The Beaver Rubber Co. are still making their special coat, called "Dandy." This is made in all kinds of cloths, and in each has been a remarkable success.

CARPETS, CURTAINS AND WALL PAPERS

The State of Trade.

BUSINESS in the carpet trade is exceptionally brisk at this season of the year. Orders for the Fall have been large and all report that this season's trade has been the best in years. The large houses have their stocks well in, and the assortment and range is one of the best ever shown. A good business is being done in lace curtains, and many new and striking patterns are shown.

Floor squares have received much attention and orders for these goods have been large. A good season's business has been done in linoleums and oilcloths; also in Chinese and Japanese mattings trade has been larger than usual.

* * *

Going to Europe to Buy Curtains.

Mr. Stephen Haas, of The George Hees, Son & Co., Limited, Toronto, is leaving this month for Europe on a buying trip.

"Last year," said Mr. George Hees, to a representative of THE DRY GOODS REVIEW, "he purchased over 100,000 pairs of lace curtains for us. This year his purchases will exceed 150,000 pairs, as in spite of our large purchases last year our stock is now very low. We make a specialty of lace curtains, and now supply houses which formerly imported for themselves. In addition to lace curtains, Mr. Haas purchases for us fine upholstery while in Europe."

Referring to their factory at Valleyfield, Mr. Hees said: "Our looms were never so busy as they are at present on tapestries, etc., and our men are working overtime to try and catch up with orders, and this, in spite of the fact that our capacity has been nearly doubled within the last 12 months."

* * *

The Trade in Oriental Rugs.

The Oriental rug trade in New York has been quite extensive, and large stocks are on hand there. It is expected for the coming Fall that the business will be the largest ever done. This is attributed to the great business already done in the past. As it is to the wealthy that these rugs are mostly sold, and to whom price is no deterrent, a good demand is being felt in Persian, Turkish, Caucasian and Indian rugs.

In Canada this branch of the carpet business does not demand much attention as yet, but is on the increase. In an interview with THE DRY GOODS REVIEW, one of the largest carpet houses in Canada said: "The demand for Oriental rugs is not large, but it is increasing. If they are carefully bought they can be readily disposed of at a good profit. It is more of a craze and is something after the idea of getting a collection of pretty things than anything else, as when a person buys one he usually wants to get more on account of their beauty."

* * *

A Tapestry Settlement.

A "Tapestry Settlement" is one of the interesting developments of the near future in the American handicrafts movement. It will be organized by a firm which has recently opened a store on Fortieth street, in New York, in which they carry only hand-made goods. For the location, they desire a place where wool is raised, and where there are women who still spin and weave. Such a place they can find in both Ohio and West Virginia, and they will locate during the coming Summer in one of those States. They will offer a price for certain fabrics, woven according to their requirements, which will make a better market for the wool than the farmers are now obtaining. Then they will send an instructor among the weavers, to furnish designs and improve methods. This instructor they have already secured, in the person of a woman who has made a study of tapestry in Europe. They will seek to produce all kinds of textiles, but the crown of the industry will be the tapestry, for the promoters hope to establish here an industry in which American craftswomen shall rival in time the products of Gobelin, Beauvais and Aubusson. Douglas Volk, the artist, who has given much attention to the subject, insists that, quality for quality, goods can be produced more cheaply by hand than by machine, provided you deal with the workman direct, eliminating the profits of several middlemen.—Minnie J. Reynolds, in the July Everybody's.

* * *

Carpets, Curtains and Quilts.

The W. R. Brock Co., Toronto, are busy in their carpet and curtain department just now getting out Fall shipments. Some special lines are being shown. New lace curtains, large shipments of which have just been received, are being offered at special prices. Some are to retail at 25, 37 and 75c. per pair. These will be good sellers. They are offering a special line of white quilts which are excellent value to retail at $1 each. Their range of China and Japanese matting is complete and a large stock is on hand. Hemp carpets are shown in large variety. Two special lines, to retail at 20 and 25c. per yard, are good value. Their stock of wools, tapestries and Brussels is also large and a complete range is shown. The firm's stock for Fall is now well in, and the orders for this season are large and are being well looked after. Their stock of oilcloths, floor rugs and linoleums is large and varied.

* * *

Desire to Communicate With Canadian Buyers.

An English firm of spinners of all classes of woollen carpet and rug yarns wish to get into communication with Canadian buyers of such goods. The name of the firm can be obtained from the editor of THE DRY GOODS REVIEW.

* * *

Carpets and Curtains for Fall and Winter.

In the carpet and curtain department of John Macdonald & Co. is shown a large stock and an extensive range in all lines. Goods for Fall and Winter orders are being received daily and shipments are being got out promptly.

Fall purchases will soon be complete and when their stock is all in it will be one of the largest in Canada.

In 8-4 and 16-4 linoleums and oilcloths their stock is now well in, and the range is one of the most complete they have ever shown.

Their stock of tapestries, Brussels, velvets, wools and unions is large, and they are in good position to meet all demands.

This season they are showing a great many large floor squares, covering whole rooms. These are made in wools, unions, tapestries, balmorals, velvets and Axminsters. A large stock of these are on hand in many different varieties and sizes.

In curtains their stock of all lines is large. In tapestries, lace curtains and battenburg and Swiss, many new designs

LACE . . . CURTAINS

At about this season of the year dealers find their stock of lace curtains running short. It would be well for them to remember that more than 100,000 pairs of lace curtains are carried in stock by Geo. H. Hees, Son & Co., 71 Bay St. This firm manufacture Window Shades, Curtain Poles and Fittings of all kinds and sell them at a price that affords the retailer large profits.

Upholstery Goods, Draperies, Furniture Coverings, Silk and Cotton Plushes, Chenille and Tapestry Curtains and Portieres, Table Covers and a full assortment of Upholstery Supplies are in stock ready to deliver by

GEO. H. HEES, SON & CO.,
71 Bay St., TORONTO.

If you are in the vicinity of Montreal, call at our Warehouse No. 20 St. Helen Street.

are shown and the firm are in good shape for filling all orders. A large stock of white quilts is on hand. A particularly good number to retail at $1.50 would be a good seller.

They will this month show new samples of Japanese and Chinese straw matting which will be sold for delivery early in December.

In door mats a large assortment is shown and all orders will be promptly filled.

* * *

Mr. A. F. Banfield, the well-known carpet merchant, left on Saturday night for New York and Philadelphia on a purchasing trip in search of the latest novelties for the new houses of Winnipeg.—Free Press, Winnipeg, Aug. 4.

BUSINESS NOTES IN BRIEF.

THE bankrupt stock of Starr & Sutcliffe, dry goods merchants, Kingston, who assigned to E. R. C. Clarkson, of Toronto, was sold by auction on July 9. The stock, which was valued at $42,168.41, was purchased by Nicholas Garland, of Toronto, at 60c. on the dollar.

T. Labric & Co., dry goods merchants, Levis, Quebec, have assigned.

The dry goods business of G. Brasher, Tilsonburg, Ont., is advertised for sale.

Frank K. McLeod, merchant tailor, Springhill, N. S., has sold out to R. S. Lambert.

The stock of shoes of Geo. H. Swaine, dry goods dealer, Halifax, N.S., has been sold out.

Wm. Holt, of the carpet manufacturing firm of Holt & Kitchen, Dunnville, Ont., is dead.

Two new dry goods firms have been formed in Montreal, Hochar & Cie and Schondorf & Co.

McIntosh & Son, Guelph, have sold their dry goods business to H. R. Inksater, of St. Catharines.

The roof of the addition recently built at the rear of Burns' dry goods store, Brantford, fell in on July 27.

Jacobsen & Cohen is the name of a firm in the dry goods business recently organized at Kentville, N.S.

The dry goods stock of the estate of the late E. J. Rowse, Oshawa, Ont., is advertised for sale by tender.

An assignment has been made by Wm. E. Mitchell, merchant tailor, Port Elgin, Ont., to W. Burgess.

Lee & Taylor, Almonte, will henceforth manufacture hoisery as well as operate their shoddy mill.

The employes of The Helena Costume Company, London, picniced at Port Stanley on Saturday, July 26.

The tailoring establishment of Francis M. Hill, Halifax N.S., has been sold out by public auction.

A new dry goods firm has been established at Levis, Que., under the partnership name of Lamontagne & Fils.

The stock of J. B. Le Clere, St. Boniface, Que., dealer in dry goods, etc., is advertised for sale by public auction.

The men's furnishing and boot and shoe business of W. C. Wood, Strathcona, N.W.T., has been sold by auction.

On July 27 fire completely destroyed the dry goods store of George F. Williams, of Greenwood, B.C. The loss was about $100,000, partly insured.

Ruhl's woollen mills, Newton, Ont., were destroyed by fire on July 23. The loss is in the neighborhood of $4,000, only partly covered by insurance.

Peter Ryan, of Toronto, paid $5,000 for the shoddy mill and adjoining property at Weston, on July 24. The mill will be taken down and the material used for building purposes.

Robert C. Kemp, brother of Samuel Kemp, late of Hamilton, died Monday, August 4, in his 38th year. Mr. Kemp was well-known in Hamilton a number of years ago when he was associated with his brother Samuel in the Dominion Pat Factory.

The Retail Dry Goods Merchants' Association, of Montreal, have adopted a resolution that all the stores should close at 6 o'clock every Thursday evening all the year around The resolution was put into effect July 1, and with a few exceptions is meeting with general favor.

The death of Mr. John Macdougall, formerly identified with the wholesale dry goods trade in Montreal, occurred on Friday, July 25. at the old family residence " Hillside," near Picton, Ont. His death was due to apoplexy. The deceased gentleman was in his 54th year, and had retired from practical business some years ago.

On Saturday, August 2, there passed away suddenly at Pembroke, Ont., Mr Thomas Mason, one of Montreal's oldest settlers. For a number of years he was in business for himself in Montreal, afterwards being with Messrs. J. W. McKedie, ready-made clothing merchants. Mr. Mason removed to Pembroke and started in business there. His death came as a great shock and the family has the widespread sympathy of innumerable friends in their sad bereavement.

STYLE IN READY-TO-WEAR CLOAKS.

Undoubtedly the most important feature in the sale of ready-to-wear cloaks, mantles, skirts, etc., is the style. Goods may fit well and be made of the best material, but let them be out of style and the average shopper has no use for them and they must be sold at a sacrifice or else made over again, either alternative entailing a serious loss to the merchant. This question of style, therefore, is becoming more and more important to the retailer, as almost every season finds him loaded up with a lot of garments which are out of date, though when manufactured and sold three months before there was every reason to believe that they would be the correct thing.

The Merchants' Mantle Manufacturing Co , Wellington street east, cor. Leader Lane, Toronto, claim never to disappoint their patrons in this respect, for the simple reason that they wait until the style is positively assured before attempting to manufacture a single garment. This policy may lose them some early orders, but they are sure to be on hand in plenty of time for the retail showing. They are at present filling Fall orders with goods which are beyond the peradventure of a doubt as to being the correct thing, and which the merchant need have no fear of showing his patrons. Old and new customers will receive courteous attention at their hands.

SOME OF THE BROCK COMPANY'S SPECIALTIES.

The W. R. Brock Co., Limited, Montreal, have been making a special push with embroidered velours. The range is complete at present, as we noticed a large shipment being opened up recently. The demand, we learn, is for something to retail at 75c.—37-40 in. wide.

Silks have always been a feature of The Brock Co.'s, Montreal, business, and there is a briskness about the department this season that promises great things for the future.

There is not the demand for crepe that there used to be, but we are told that it pays The Brock Co., Montreal, to keep the complete range that they always have on hand.

We have noticed so many retail stores selling the "Sunbeam" brand of velveteen that we supposed several wholesale houses carried it, but we find it is confined to The Brock Co., Montreal.

The Beaver Rubber Co. are now busy delivering Fall orders. They are showing a few clearing lines, which are offered at very low prices. Samples of these goods are sent to the trade on application.

Menzie Mfg. Co., Limited

Window Shades,
Curtain Poles,
Brass Goods,
Art Furniture,
Grilles, etc.

We beg to advise our customers and the trade generally that **our Factories are again rebuilt,** and are **larger and better equipped than ever,** and that we are now in a **position to execute all orders much more promptly** than heretofore.

Orders given to our Travellers or sent in by mail will be fully appreciated. Estimates cheerfully given and correspondence solicited.

Note our New Address:

61-63 West Front St.

We have taken advantage of opportunity afforded by our recent fire to procure larger and more suitable premises.

Here we have Office, Salesrooms, Warehouse and Shipping Room all in one building, convenient to the Union Station and near the freight sheds. Being so situated is a distinct advantage, as shipments can be made either by express or freight with greater despatch.

Send us your special size shade orders—we never had such good facilities for executing them promptly.

We commenced to manufacture again just fourteen days after the fire, and now have all Departments in full running order.

MENZIE MFG. CO., Limited,
TORONTO, CANADA.

Offices and Warehouse,
61-63 West Front St.,
Factories—King St. Subway.

Quality First, Always



and then quantity. This has had much to do with our immense success. The special features brought out by us are very simple, but perfection for the purposes intended. Our patented *dust-proof* "Roller Bearings," Steel Handle Ferrules and Cartoons accomplish *all* we claim.

National "Roller Bearing" Carpet Sweepers

are easier running by fifty per cent. (50%) than any other Sweeper manufactured. They are extremely simple in construction and elegantly finished in every detail. Each Sweeper packed in one of our patented Cartoons. *Now is the time to write us. Will you?*

NATIONAL SWEEPER COMPANY

THE P. R. CUMMING MFG. CO.,
Canadian Agents, TORONTO, CANADA.

Marion, Ind.

W. TAYLOR BAILEY



Upholstery Supplies, Drapery Fabrics and Brass Goods,

MANUFACTURER OF .....

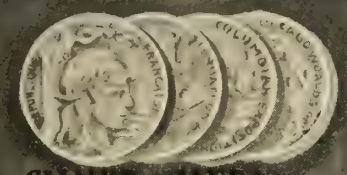
Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

The
WATSON FOSTER CO.
LIMITED
MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

THE CHIEF MERIT OF

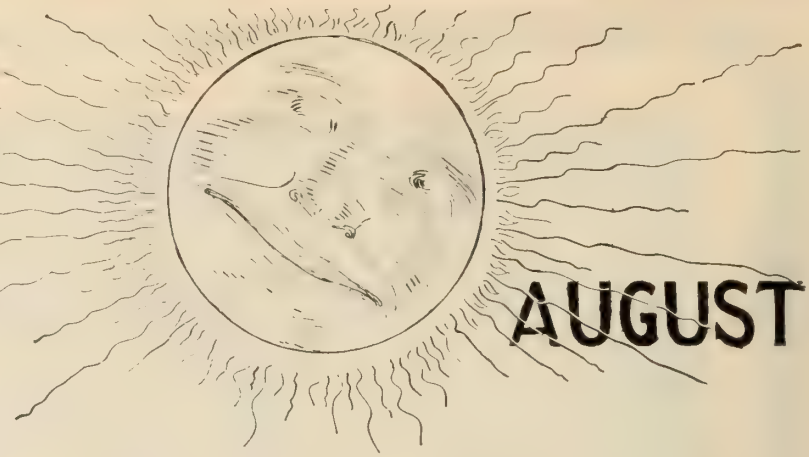
OUR NEW LINE FOR 1902-3 IS IN THE ALMOST ENDLESS VARIETY OF BEAUTIFUL DECORATIONS AT LOW PRICES.

THE DEALER'S PROFIT AND CLIENT'S SATISFACTION ARE ASSURED BY FREELY STOCKING

THE WATSON-FOSTER LINE

AUGUST





PERHAPS you'd rather think of iced drinks in a shady nook just now than of red hot clothing and mitt needs for zero weather.

Well there will be zero weather and need of warm clothing soon enough, and the question with you now is :

"Is Your Order In" ?

If it isn't in better get it in soon---this factory of ours is full of orders now, and there will be all kinds of a jam here in September.

Early ordering is the only road to early delivery.

Look up our catalogue and order to-day---if you cannot find it write for one.

The Hudson Bay Knitting Co.

30 St. George Street, MONTREAL.

Men's Furnisher and Clothier

Clothing
Neckwear
Underwear
Hosiery

Devoted to the

Canadian Dealer in Men's Goods.

Shirts
Collars
Gloves
Nick-Nacks

TRADE in men's furnishings during the month of July has been of a fairly satisfactory nature, although in comparison with the same month in other years the volume of business is by no means as large as might reasonably have been expected. Summer goods, however, commenced to move more rapidly, and during the short hot spells the trade had to answer to an exceedingly heavy demand for the lightest-weight garments.

A pleasing feature of the Summer trade was the favor with which the great majority of new designs and novelties were received. This applied to neckwear, shirts, hosiery and to other lines in which the trade could show some entirely new departure in the matter of style or design.

Those dealers who went in heavily on "Coronation" goods were to a certain extent unfortunate, as there would doubtless have been an immense demand for such articles had events not transpired which rendered their sale very difficult to effect. The Coronation ceremonies are likely to be conducted in a short time, and the demand for many of these goods will spring up again -not at all as large as would otherwise have been the case, but still sufficiently strong to enable the dealer to dispose of much of such stock on his hands.

* * *

Collars.

WITH the arrival of Summer the demand on the part of consumers for wing collars fell off considerably, and the low-fold collars were taken in their place, as a general rule. At any rate, the leader for Summer trade is the low-fold collar—and it leads by a long way.

The widths we have all along spoken of as the best are taken, and although some extremely low collars of American make were brought in here they have not met with any extraordinary success. Nor are they likely to. The narrow widths in the fold collar are intended for comfort, and, except in a few cases, 1¾ inches is narrow enough for anyone. A collar that is made very much narrower than this comes nigh to being a freak.

Round and square points are still shown, not only in fold collars, but also in the wing and straight standing shapes. Cuffs are also worn with these two styles of corners, and there is apparently no preference on the part of consumers between the two.

The general impression is that the leading collar for Fall and Winter wear will be the wing. As regards the better class of trade it is altogether likely that this will be the case, and that wing collars will have the field practically to themselves for day wear. But in the popular trade it is doubtful if the fold collar will be dropped so easily. And the young men's trade is also very likely to continue along the line of the fold collar. If the neckwear manufacturers can dangle before his eyes a scarf that cannot be worn with the fold collar and yet sufficiently charming to wean him from that style, he is more likely to take up the straight-band collar than the wing.

But the average well-dressed man will take the wing collar. He always had a sort of sneaking regard for it, even in the days when it was out of the fashionable list entirely. And now, when it is the newest, or rather the most fashionable style in the market, he wears it gladly. The new wings for Fall are made with larger wings than those worn during the Spring season and last Winter, with a consequently larger space in front. This is getting away from the English shapes, which are now being worn with small wings and narrow front spacings. English collars, too, exhibit a tendency toward the narrower widths in all styles.

The poke collar, with points very slightly turned, is expected to go well in the Fall. Of course, the ordinary straight-band collar will be as good as usual. Those with the fronts just meeting are sure to be worn as much as ever; and in some quarters there is a liking for the old style with lapping front. It is some time since this collar has been generally popular, though it has been regularly placed on the market along with the other styles each season, and it will be a change which should be appreciated for Fall and Winter wear.

Fold collars for Fall are not overlooked by any means. While it is likely that higher shapes than those being worn at present will prevail in Fall and Winter, a return to the high shapes lately in vogue is not considered probable.

* * *

Neckwear.

MANUFACTURERS report a good business so far in neckwear for Fall. All agree that larger shapes will prevail than has been the case for some seasons past. Four-in-hands will run from 2 to 2½ inches in width, while squares and Ascots will go as wide as 3 inches.

It is predicted that the narrow dicky, which has been so successful with the fold collar for some seasons, will give place to a wider shape, say, 2 inches and over. If wider ties come in the narrow dicky will doubtless be affected by the change as well as other shapes, but the general opinion is that the narrow dickies will sell throughout the season along with the wide shapes. This seems to be a more reasonable view, as it is hard to believe that the narrow derby's popularity rested altogether on the facility with

which it could be made up to suit the fold collar, and that it had no merit of its own whatever.

In the more expensive lines the folded square is spoken well of for Fall. It can be tied as a puff, of which there is likely to be the usual number worn in cold weather, or as a large, soft knot. It folds into a four-in-hand of about 2¼-inch width. The ends are left open six inches or more, the tie being merely folded and not stitched. The



Actual size of "Midget" bow shown by E. & S. Currie.

demand for these squares has exceeded expectations, and there is apparently to be a big demand for them for Fall and Winter wear.

In the meantime there is a good demand for the small forms for Summer wear. Batwing ties have been going very well. Now and then a slight variation in the shape appears, sells well, but none of the new shapes have any very radical changes.

Black, in these ties as well as in string ties, is going exceptionally well. It is a favorite color for wearing with negligee shirts. Green is a color which will be seen much during the coming season, usually in combination with other shades.

Midget bows and strings are particularly good sellers at present; these are seen almost exclusively in plain colors and striped cords.

Initial Ties.

The "Initial Tie" illustrated is the production of The Niagara Neckwear Co., Niagara Falls. Initials, tennis,



Initial tie shown by the Niagara Neckwear Co.

golf and fleur-de-lis are embroidered with white silk on the black "Florodora" cloth. The sale of this scarf is very great, the firm having difficulty in filling orders.

The very latest novelty in a tie is the "Midget," produced by the same company. It is simply a half-inch string 26 to 30 inches in length and is worn by up to date dressers. It looks very smart.

Some Midget Ties.

E. & S. Currie report that tubular ties are selling very well since the hot weather came in. The demand for "Ping-Pong" is still felt. Regarding colors, a strong feeling is being shown for green and a certain amount of brown. These two colors are not usually seen, but are in vogue this Fall. Among recent productions is a midget string and a midget bow, which, as the name implies, are very small. The illustration herewith given shows the exact size.

The narrow four-in-hands with pattern, such as fleur-de-lis, etc., which we show herewith, are largely seen and are essentially a hot weather tie to be worn without the vest.

Stock Ascots are having a record year, and while the demand is not as feverish as it was a month ago, some very nice repeat orders are being received by manufacturers.

Velvo Chameleon Silk Ties.

"Velvo Chameleon" silks, which have been put on the market by The Niagara Neckwear Co., have had an unprecedented sale, so much so that the firm may be compelled to stop the sale for a few weeks to enable them to catch up on orders now booked. It is the best thing that has come into the neckwear field in many a day. The shops that had it sold it as fast as they received it from the factory.



Fleur-de-Lis.
Shown by E. & S. Currie.

Midget String Tie.
Shown by E. & S. Currie.

Neckwear Novelties.

Mr. Niven has never shown a more attractive line of men's ties than The W. R. Brock Co., Limited, Toronto, are showing for Fall trade. Their selection of patterns is most perfect—the shapes consisting of midget and novelty bows, Ascots, puffs, knots, graduated and narrow derbies, "Coronation" and "Sir Wilfrid." Puff shapes are the latest styles shown in New York and other centres of fashion. Principal prices are to retail at 25 and 50c.

A Hygienic Fact
An Unequalled Product
and Liberal Advertising

Have Created a
Profitable Demand for



The Dr. Deimel Underwear

WRITE FOR OUR TERMS AND CATALOGUE.

The Deimel Linen-Mesh Co.

2202 St. Catherine Street, Montreal.

All genuine Dr. Deimel Undergarments bear this trade mark.

WASHINGTON, D.C. 728 15th St., N.W.

SAN FRANCISCO, CAL. 6th Floor, Hayward Building

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PEWNY'S GLOVES

NEVER MAKE OLD STOCK.

THE LATEST STYLES CORRECT COLORINGS AND PERFECT FIT

ensure them a ready sale.

DON'T FORGET THAT EVERY PAIR IS GUARANTEED.

S. GREENSHIELDS, SON & CO.

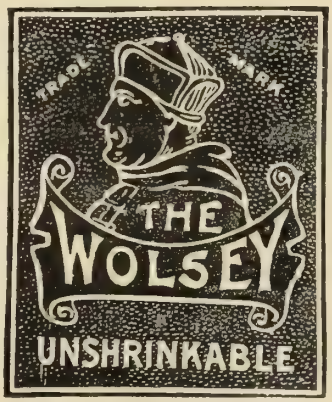
Montreal, and Vancouver, B.C.

Sole Selling Agents for Canada.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

Shirts.

THE trade are still looking for new effects in shirts for Summer, and from time to time new designs and patterns brought in here from the American market are made up and immediately placed before the retailers. Among the prettiest of these late Summer goods are some in dark grey, green linen and other quiet colors, with small neat spot or figure patterns sometimes combined with stripes. These have been brought directly from New York by one house and they immediately met with the most favorable reception here for Summer trade, although it is stated that they will not be shown on the American market until Fall. The patterns are decidedly handsome, at any rate. The trade should look out for them.

Indications point to an increased demand for these combination figure and stripe designs for Fall. In some of the patterns we can yet see the broad stripes, either solid or composed of small figures, but the general rule is the narrow, solid line. Since the beginning of the Spring season there has been a noticeable tendency among the best trade to discard the more prominent patterns for the neat-figured effects, and it now appears as though the latter have won the day and will be worn nearly altogether by the good dressers.

Negligees, at present, are the most popular of shirts, and there is every reason to believe that they will be worn later into the Fall season than is usual. There was, for a time, an inclination to neglect stiff-bosom shirts to some extent for the cold weather, but as the season approaches nearer the trade are going back to this line again, and the new patterns shown have taken well. The stiff-front shirt has had to give way very greatly to the negligee, and even for Fall sales are not what they used to be before the popularity of the soft shirt reached its present immense height; but there is always a good demand for stiff bosoms in fancy shirts, and they should be looked after as early as possible.

Fall Shirts Now and in 1901.

On looking over the new lines of shirts for Fall one is surprised at the tremendous change in patterns since the Fall of 1901. All the loud samples shown then have entirely disappeared and in place of them will be found spots, figures and very fine stripes on white, tan and grey grounds. Although the tan and grey grounds will be very limited, every first-class haberdasher will have to have them to make his stock complete. Already a good number of these designs have been shown in midsummer negligees, and have sold very well. Black, blue and red figures on white backgrounds are selling well. Black, green and red spots and figures on tan grounds have also had a large sale.

The negligee shirt has given so much comfort that a good many shirt factories are showing a good range of patterns for Fall wear. It has come to be a good all-the-year round selling shirt.

Full-dress shirts for the coming season will be mostly with pleated fronts of French and plain materials. Within the last year Toronto and Montreal have followed very closely the New York styles, and you will now find the very latest goods on the first-class Canadian furnishing counters almost as soon as they are in New York.

"Salem" Shirts and Skirt Waists.

"Salem" shirts and men's shirt waists have been immensely successful this year. The lack of the usual warm weather has been hard on the men's shirt-waist business; but in spite of all there have been a large number sold, and during the present month we may look for a greatly increased demand. In shirts, the new patterns recently received from New York have already met with much success. These are about the only original designs that have appeared this year, and withal they are exceptionally neat and dressy. Small figures, combined with hair-line stripes, on linen, grey, white and various other grounds are shown and make up into very handsome shirts. "Salem" shirts will be in their new home at 323 St. James street, Montreal, about September 1. The building, which was formerly occupied by The American Silk Waist Manufacturing Co., is being improved and refitted entirely for the new firm.

* * *

Underwear.

BUSINESS during July in light Summer underwear was not of the record-breaking sort by any means. It was the old story of the cold weather and the man who won't buy till he has to, and the retail trade experienced some very dull days in this line.

The first sign of anything like real July weather brought with it a greatly increased demand, and some of the trade did what might be called a rushing business for a time. But the season has certainly been an exceptional one, and gives very little cause for enthusiasm so far. Should there come a week or so of hot weather during August and September, there will likely be a rush for Summer goods; but much of this trade will be lost to the city and town retailer, as many of his best customers have left for their holidays.

Among the light underwear that has sold comparatively well are the silk and "silkette" suits, in solid colors, salmon, pink, blue, etc. Mesh goods are also in demand, all classes from the cheapest cotton to the finest linen selling.

Business in Fall garments is reported fairly satisfactory. Balbriggans in heavy weights, in fancy and plain grounds, have taken well. Merinos, natural wools and fleece-lined goods have also been in good demand.

* * *

Hosiery.

FANCY hosiery has sold well in spite of bad weather. The number of styles and designs shown was never before equalled, and everything meets with a demand. The greatest successes have been the black grounds, colored grounds, though good in some shades, not being as well liked in patterns as in solid colors. The designs on the black grounds are innumerable, and they embrace all sorts, spots, figures, stripes, checks and plaids, as well as combinations in figures and stripes, and spots and stripes.

New arrivals appear from time to time, some of the latest having most elaborate designs in several colors. The great variety of these fancy half-hose and their wide popularity may, perhaps, cause the more exclusive trade to go back to solid grounds. It is stated that there is already some feeling this way, which may further develop later in the season.

White half-hose in fancy designs have been limited in sale. This is a little too much for the ordinary wearer, who, when he wants white hose, usually prefers them plain. However, they have their admirers, who take them in preference to all others.

Spring 1903 styles in men's half-hose are expected to continue along the present lines. At least, nothing radically different is spoken of now, and unless a return is

The Experienced



Can readily SEE that

"PENMAN'S"

Natural Wool

and

Fast Black Cashmere Half-Hose

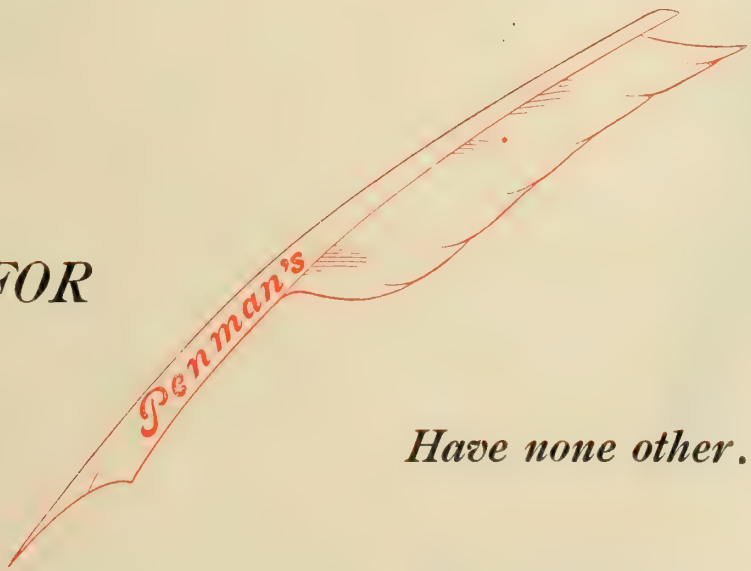
Are unequalled in

QUALITY

WEAR

and DURABILITY.

ASK FOR



Have none other.

made to old-fashioned goods there is not much room for any wholly different innovations.

Among the newest designs are grounds, dark greens, chocolates and wines, with a variety of colors in clockings. Chocolate or seal grounds with gold clockings make a striking design.

Specialties in Hosiery.

The W. R. Brock Co., Limited, Toronto, are encouraging the trade to send orders for sample dozens of their ribbed hose, "Peg Top," in wool, or "German," in worsted, to retail at 25c., "Holeproof," in worsted, to retail at 35c. and "Twig," also worsted, to retail at 50c. They also carry 820, 830 and "Cozy" in black. Fleeced cotton hose, suitable for people who cannot wear wool, to retail from 20 to 25c. per pair.

The Toronto warehouse of The W. R. Brock Co., Limited, is attracting attention in Ontario on account of its double knee black cashmere ribbed hose in 1-1 and 2-1 rib called "Cairo" and "Italy," which can be retailed for 25c. per pair in the larger sizes. All the goods were bought before the recent heavy advances in cashmere and fine wools and are being sold at old prices as long as the contract quantity lasts. A line called "Island," that can be retailed at 40c. in the large sizes is worthy of the attention of the trade; also 9800 for 50c. line.

* * *



Way's Mufflers.

The W. R. Brock Co., Limited, Toronto, carry a full line of Way's mufflers to retail at 25c. to $1 each; also several lines of black satin, silk and fancy padded mufflers.

* * *

The W. R. Brock Co., Limited.

THREE good heavy men's braces to retail at 25c. are, 322, 323 and 187.

In men's rubber coats, No. 500, to retail at $7.50 and No. 900, to retail at $12, are selling well.

In shirts and drawers No. 398 is an 18-oz. all wool elastic rib, which can be retailed from 85c. to $1—splendid value. "Ping" and "Pong," fleeced, to retail at 15c. is an exceedingly good leader. Get The Brock Co.'s Montreal house quotations on boys' wool-fleeced shirts and drawers with silk trimming.

"F. T. A." is a line of black cashmere hose, in plain goods, to retail at 25c. carried by The W. R. Brock Co., Limited, Toronto.

The W. R. Brock Co., Limited, Toronto, carry two or three qualities of waterproof jackets and ulsters; also a fulled coat called "Nor West," most suitable for sailors, miners, lumbermen and all people who are subject to great exposure in all kinds of weather.

THE MAN OF FASHION.

What a Leader in the Smart Set has to say Respecting the Ultra Fashion of the Moment.

I BELIEVE the weathermen up in Canada have been at their wit's end all Summer to know what the elements were going to do next. I can quite sympathize with them when I have to start out to make prophecies and comments about fashions, for it is as difficult to tell just what the well-dressed man is going to wear next as it is to predict what the weather is going to do in the coming 24 hours. First of all, there has been a reaction against several styles of dress, which have had a great run, but which are now branded as common. Never before have so many fads been condemned at once, and the striking thing to be noted is that nothing new of an outstanding nature has been developed. Society has had to content itself with a reversion to a point as near the simple standard of dress as possible.

THE SHORT MILITARY CUT COAT

is done for, and so are the peg-top trousers with the baggy thighs. Simplicity once more holds sway and trousers are cut straight and fairly full. The ordinary sack jacket, either single or double-breasted, is the prevailing style, pending the introduction of something new. These varieties should be of medium length and easy back. The double-breasted jackets are the peculiar property of the yachtsmen, but yet, such a coat made of finished blue serge is at all times perfectly correct. Otherwise, for Summer wear, the single-breasted coat, which can conveniently be worn open, should take precedence. Of its two varieties, that with the straight square-cut front is perhaps the more distinguished. Such minor points as these, however, are not regulated by any general fashion but may be adapted at the customer's pleasure, as also may the number and position of seams on the back, the number of buttons and the style of pockets. As for material,

FLANNEL IS NOT WORN.

at least about town, and it is very little worn elsewhere. A fine high-grade English flannel is alone permissible, but the correct thing is serge, mixed woollens in light weights or Scotch and Irish homespuns. The latter are in much favor this season. Blue serge, which suffered a depression during the few Summers, when flannel was all the rage, is once more gaining ground. But grey mixtures are, if anything, the correct style.

The favorite waistcoats are of plain white or colored materials, linens, ducks, or piques. The latter, when brightened with fine hair lines of color, seem the most taking. In cut they are single-breasted, without collar, with slight points at the bottom and with pearl buttons.

TAN WAISTCOATS ARE UNPOPULAR,

for the simple reason that they have been worn to death, but there are several modifications in thin ecru-colored stuffs with delicate, indistinct overplaid marking, which are still quite distinguished.

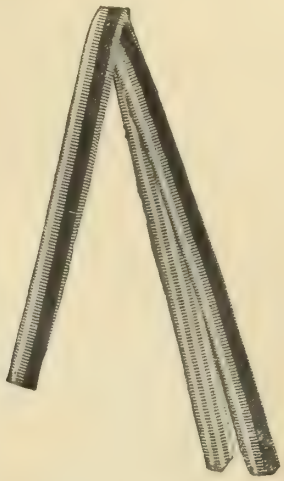
COLLARS

Neckwear, so far as collars are concerned shows little or no change. A high band turn-down of low make, with square or sharply-rounded points seems the prevailing style, but there is also a tendency to reintroduce the old low-band turn-over collar, which for Summer comfort cannot be excelled. Uncommonness should make the brand

The Midget String and Bow

are
Ideal Styles
for
Narrow Collars
and
Dressy People.

Corded Stripes
are
Leaders.



The Midget
⅝ in. wide, for narrow Collars.



The Midget
life size, for narrow Collars.

Embroidered Ends

are
Fashionable Fads
for
Warm Weather
in
Plain Black
with
Colored Fleur-de-Lis.



Embroidered Ends.

E. & S. CURRIE, TORONTO

very taking, if nothing else, and the well-dressed man who desires to get away from the rut of ordinary wear might well adopt it. A strong condemnation of another form of neckwear has been expressed in no uncertain way, and

THE STOCK IS NOW BAD FORM

Indeed, it is a wonder this uncomfortable article of apparel has been popular for so long. Its popularity, however, was great—great enough to ruin its chances of enduring favor. For riding only does it continue to be the correct form. In everyday dress it is quite out of place. Along with the stock, the bow tie has suffered a partial eclipse. This dislike is due to the over doing of the butterfly and bat-wing shapes, which have produced a revulsion of feeling towards this whole variety of tie. The absolutely correct thing in neckwear is a narrow or medium breadth four-in-hand, though the flowing end, tied in a long narrow knot at the collar is correct for wear when the waistcoat is dispensed with. Even this form meets with some disfavor, for, like the big bow ties, an element of loudness has been introduced into its composition which makes its use by men of fashion unpopular.

PATENT LEATHER SHOES

are universal favorites with all outfits except the distinct outing clothes. Tan shoes are no longer worn about town, but at Summer resorts they are still correct. In style, a slightly more pointed make of shoe is coming in, though the change is scarcely appreciable and button shoes, at least among dealers, are superseding the lace variety.

THE PANAMA HAT

An account of prevailing styles without some mention of hats would be decidedly incomplete. The Panama make is being worn in enormous numbers, a sign that its popularity will be short lived. The variety of shapes in which it appears are so numerous, that no one particular shape can be said to be the correct thing. There is less latitude for change in the straight-brimmed straw hat, and here the prevailing fashion demands a somewhat finer material and less width in the brim than last year.

Belts a trifle narrower, but made of the same material are still worn.

TURNED-UP TROUSER LEG

The fad of turning up the legs of trousers is still in vogue and receives much encouragement. Of course, this procedure is only countenanced with serge or flannel suits. With clothes of more formal wear, such as frock coat or morning coat, it is extremely bad taste. A good reason for the custom is to be found in the fact that trousers of light materials hang and set much better than if allowed to wrinkle around the ankle. Moreover, in hot weather, the habit is one calculated to keep the legs cool, and, if fancy socks are worn, it permits them to be seen.

From all these instructions as to present tendencies, a man who desires to dress himself correctly should have but little difficulty in deciding what to put on. If he aims at a simplicity of style with an excellence of material, he will not be far wrong.

THERE IS NO STRIKING NEW FAD

for him to worry about. All he will have to do is to beware of the worn out fads which still stalk around. For business a grey homespun suit is recommended, and for a lounging suit in the afternoon and evening, a dark blue serge with white waistcoat, patent-leather shoes and a hat to suit the wearer. This latter outfit is decidedly natty and is coming into favor. The waistcoat shows up exceptionally well with the dark blue of the coat, and the shoes give the finishing touches to a perfect dress. Evening dress may be worn when required without an overcoat. This is a convention of much sense, and in warm weather is very desirable.

TURNED BACK GLOVES,

while not necessarily worn so, yet for purposes of comfort are making the habit a useful fashion. Makers have even gone to the extent of finishing their gloves with a broad hem on the inside so that they may present a good appearance when turned back.

A word or two as to bathing suits may not be out of place in the middle of Summer, when so many are travelling to the sea. There have been few and unimportant changes in this article. Of course, the old one-piece suit is out of date and the two-piece jersey is the thing. There are two varieties in the upper pieces; one with sleeves reaching slightly below the shoulders, the other without sleeves but coming well over the shoulder. The lower piece, or the trunks, should extend to the knee and be fastened at the waist with a tape-draw. Plain patterns and plain coloring are desirabilities.

There have been some

CHANGES IN HOSIERY

which I might as well mention before closing. The bright colors of last Summer are no longer correct style, and designs are much simpler. Black hose, with a small spot embroidery in white, blue, grey or tan are all right, but red is absolutely condemned.

Next month I shall hope to have something useful to say about the styles for the coming Fall.

"BEAU BRUMMEL."

* * *

What Should be Done With Returned Gloves.

"COUNTRY MERCHANT" wrote as follows to "The Dry Goods Review" a few days ago:

In handling kid gloves we note that some lots seem more inclined to break or be unsatisfactory than others. Kindly let us know—

1.—What a retailer should do for a customer who returns a pair of gloves that have given away, saying that they have given after being tried on but once or twice.

2.—Should the wholesale house, or do the wholesale trade, replace an occasional pair of gloves faulty as above?

To ascertain the views of the trade on the question a representative of "Dry Goods Review" interviewed several of the most prominent furnishers in Toronto. The names of those who expressed opinions in regard to the question are withheld.

Said "Primus," of King street east: "If the glove was supposed to be of good quality, but turned out imperfect, the retailer should replace it. If, in the first place, the quality of the glove was poor, he couldn't expect any better, nor should customers expect to return it. You know there's a difference between a 75c. and $1.50 glove. When a customer pays $1.50 he expects a first-class glove and should get satisfaction. I wouldn't guarantee any glove under $1.

"The wholesale manufacturers replace faulty gloves found among the high-priced gloves. Good gloves are guaranteed, and if anything goes wrong, you can send them back. Low-priced gloves they don't guarantee. But, mind you, if the mistake is yours; for instance, if you give the customer a glove too small—I never allow him to fit them on—and it gives way through no fault of the glove, then the manufacturer doesn't replace it."

"Dry Goods Review's" next visit was to the head of the glove department in one of the biggest businesses in Toronto. Thus spoke "Secundus": "If the glove is

Headquarters for Manufactured

FURS AND SKINS

Unusually large assortment.
Highest prices paid for raw furs.

Gloves Mitts

A Specialty

Our Traveller will call on you shortly.

J. Arthur Paquet,

QUEBEC.

R. B. Hutchison & Co.

JOBBERS IN WOOLENS

JESSOP BUILDING, 80 Bay Street, TORONTO.

Are offering to the Trade **Special Values** in

Worsteds, Plain and Fancy, in Suitings and Trouserings.
Tweeds, in Suitings and Trouserings.
Black and Grey Vicunas.
Fancy Vestings.

ALL AT JOB PRICES.

"SHORT DATES AND SMALL PROFITS"

Buyers visiting the market during Exhibition will find it to their advantage to give us a call.

If you know of anything better than

VELVO

for Cravats, the secret may make you rich.

Niagara Neckwear Co.,

LIMITED

NIAGARA FALLS

"ONLY MAKERS"

MONTREAL—Philip De Gruchy, 207 St. James St.
QUEBEC—L. A. Bergevin, 70 St. Joseph St.
WINNIPEG—T. Whitehead, Western Canada Building.
TORONTO—W. H. McDougal, 57 Bay St.

ripped, we mend it; if not, we replace it. Some manufacturers guarantee gloves. If they guarantee the glove, we send it back. If they return what we sold for a good glove, we give another pair instead. We guarantee none under $1.25. Only those wholesalers that guarantee will take them back; others won't."

"Tertius," he of Yonge street, to "Dry Goods Review's" question, replied as follows:

"Well, I'll tell you. I always judge the appearance of the glove. If it has been abused I don't replace it. Invariably, however, if it tears or rips, I have it repaired, or, if I see it is the fault of the gloves, I give the customer another pair when I cannot fix it. I always give my customer the benefit of the doubt. We handle only those gloves that are guaranteed, so we have no difficulty about sending them back to the wholesale manufacturers."

"Quartus," of King street west, wasn't so sure about guaranteeing gloves. He stated: "If a glove has once been used, we do not exchange. Ordinary gloves we allow customers to try on, or, better still, we help them on. We always use our judgment about the customer. We give him satisfaction for his money, however. Manufacturers, I find, won't replace their gloves."

"Quintus" was a furnisher on King street west. Remarked Quintus: "The best thing to do is to handle first-class gloves. Any good Canadian house, or Dent's or Perrin's or Fownes' replace their gloves. They will guarantee us, and we will guarantee the customer against trouble through faulty construction, that is, in a good-priced glove."

* * *

Dress of the Summer Man.

DESCRIBING the well-dressed Summer man of 1902, The Haberdasher, of New York, says: "Underclothing—Drawers of fine nainsook, with very wide legs reaching to the knees, shirt of cotton without any opening and made with large neck and very large armholes, after the style of shirt adopted by oarsmen. The half-hose would be of fine lisle, the ground in black or dark shade, harmonizing with the colorings in the suit. The relief effects would be a neat embroiderd instep design or plain side clocking; the shirt, a fine Madras plaited negligee with square point narrow-link cuffs. The effect would be a very neat stripe treatment in one color. The collar would be a 2¼-inch fold affair, closely meeting in front with rounded points and wide stitching. The tie would be a 1¼-inch rumchunda with square ends, tied snugly but not tightly. The shoes would be low-cut, black calf, laced Oxfords, with moderate outswing and medium-width lacings of black silk. The hat would be a split straw sailor with black band, low crown and wide brim. The belt would be a solid black leather, 1-inch, harnessmade affair. The suit would consist of a single-breasted jacket and trousers made of light-weight worsted or homespun. The handkerchief would be plain white linen, or linen with a neat colored hem. This is a clear description of one type of the well-dressed man of the day."

* * *

Gloves.

To Retail at $1.

The W. R. Brock Co., Toronto, show several lines of gloves to retail at $1, which cannot be beaten. P32 tan and P33 grey mocha, lined with wool; P36 grey and P37 tan mocha, lined with silk. If seen, the chances are that you will purchase them. Call at their warehouse and inspect,

New Suit of Clothes Daily.

THE greatest dandy in the world is Prince Albert of Thurn, Germany. This fastidious young man attires himself in a new suit of clothes every day—enough yearly to keep 20 experienced workmen going, and to run up a bill of $15,000. Each suit of wearing apparel is highly perfumed with attar of roses, at $25 an ounce. He wears no fewer than 1,000 neckties during the year, being an average of three every day. His cast-off boots number 200 pairs a year.

* * *

Brocknit.

This black cashmere sock, to retail at 25c., is held to have no equal in Canada. The W. R. Brock Co., Limited, Toronto, have placed an order for 3,000 dozen of this line, and can sell at the old popular price in spite of the fact that these goods have advanced tremendously. Their lines to retail at 35, 45 and 50c. are worthy of the inspection of the trade.

* * *

Heavy Goods for Lumbermen's Trade.

JOHN MACDONALD & CO. are showing an exceptionally large range of goods in their furnishing and haberdashers' department. A few lines are worthy of special mention. Lumbermen's heavy wool socks, a line especially made for those exposed to the cold weather, should be a good seller. Fulled cloth pants in large variety, also suitable for lumbermen, would be a good stock to carry for Fall and Winter trade. Waterproof jackets and fulled jackets are shown in a goodly variety at all prices. John Macdonald & Company's special brand of very heavy underwear, suitable for the lumbermen's trade, is ready for shipment, and will be a good seller. Their range in these goods is extensive, and large orders are expected for them.

In men's underwear, in all lines, John Macdonald & Company are showing their usual large range, and buyers who have not placed their orders would do well to see their samples, as they have some interesting values.

* * *

A Summer Display.

THE store front represents valuable advertising space, which, in Summer, a great many merchants overlook. At any rate, they are seemingly unmindful of the manner in which this space is wasted. The art of window dressing has made rapid strides in the last 15 or 20 years. Previous to that time a well-dressed window was a rarity. The men's furnishing and clothing firm of E. Boisseau & Co., Toronto, have a reputation for good and tasteful window dressing. In their windows, a short time ago, they had a very attractive trim of men's goods for Summer wear. At the extreme left of the window was a well-displayed line of pyjamas in all the various styles and colorings. These were well set off on the latest modern window fixtures, which constitute an important part in a good display. Next was their Summer line of 25c. wash string ties, which was tastefully arranged according to color, and marked with a small price ticket. About the centre of the window a uniform style of colored negligee shirts had been nicely arranged in rows, and at the bottom some fancy lines of light Summer underwear. To the right of this again were shown their numerous grades of fancy hosiery. These included dark colors with stripes of red and blue, indigo and brown.

At the extreme right of the large window they had neatly displayed an assortment of the newest patterns in negligee shirts. At the bottom of these were arranged the

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR, FLEECE SLIPPERS, and Other Specialties.

To be known as agent for **JAEGER'S UNDERWEAR** recommends you as a retailer of good quality and reliable articles at a moderate price.

For Fall Season 1902 we have arranged very liberal discounts to the Trade.

Good quality Bathing Suits, Club Sweaters and Lacrosse Suits.

Dominion Agents for English Manufacturers:

Young & Rochester

Shirts and Shirtings for SPRING.

The full range of Dressing Gowns, Smoking Jackets and Winter Vests are now in hands of our travellers.

Finest ranges of Flannel Outing Suits shown in Canada.

CORONATION NECKWEAR.

Tress & Co.

HIGH-CLASS LONDON MANUFACTURERS

— OF —

HATS and CAPS.

We are this month showing latest styles for Fall.

SPECIAL VALUES IN PALM LEAF AND FINE STRAWS.

Felts, Silks and Straws.

If not in Toronto write and arrange for our travellers to call.

The Truro Knitting Mills Co., Limited, Truro, N.S.



Every part of Nova Scotia is near salt water and the gentle sea breezes impart to the wool a peculiar texture and softness. This wool is long staple and of great strength and elasticity. "Stanfield's" is the only Underwear in the world made from Nova Scotia combed wool.

Only Nova Scotia Wool IN Stanfield's Unshrinkable Underwear

Your Customer

WILL ASK YOU FOR THE

Beaver Brand Mackintosh

Guaranteed Waterproof and Never to Harden.

Write for Catalogue, showing all the latest styles.

The

Beaver Rubber Clothing Co.

Limited

1851½ Notre Dame Street Montreal.

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES in all classes of HOSIERY and SHIRTS

London, England

Men's Shirts and Drawers
" Half-Hose
" Knicker Hose
Cardigans, Sweaters, Jerseys
White and Colored Shirts and Tennis Shirts
Collars in all newest shapes
Women's and Children's Hosiery, Vests, Drawers and Combinations.

See our line before placing Fall orders.

REPRESENTATIVES FOR CANADA AND UNITED STATES

The British Import Co.

1 WEST WELLINGTON ST. (Corner Yonge) TORONTO

newest designs in low collars, which are the most suitable to wear with the negligee shirt.

A window something after the style of the above-mentioned is certain to draw business.

It is a good plan, if you advertise in the papers, to have your windows dressed to correspond with what you have advertised, and, to follow this plan up, the windows must be tastefully dressed. For instance, if a man picks up a paper at night and is attracted by your advertisement and in the morning comes down town and happens to look at the goods displayed in the window, which, if carelessly arranged, will at once create an unfavorable impression, and he probably would not buy. While, with a well-designed and carefully executed display of the same goods, the result would have been just the opposite.

The advertisement suffices to bring the customer down town; the window, if well trimmed, will increase the desire to buy, and he will go inside, when it is an easy matter for the salesman to make a sale. Then, again, the window exhibition that draws a crowd and blockades the entire sidewalk, is not always a good one. It may do this, and still be neither a credit to the store nor a business "puller."

* * *

Gathered from Toronto Dealers.

THE negligee soft-front shirt is now in full swing, and as the warm weather is upon us a good business is expected to be done in all lines. The stiff-front short bosom shirt will be worn a good deal this coming Fall, although the negligee is expected to have a larger sale for Fall wear than ever before.

A leading traveller for a large shirt manufacturing firm told me the newest thing in shirt goods is the spot and fancy small figures in new shades of grey and tan. A pretty combination is a green or blue spot on a tan or grey background.

A singular fact about colored shirts for Fall is that loud colors, such as ox-bloods and heliotrope are out of date altogether, and these will be replaced mostly by white and spotted goods.

The best selling negligees just now are white with pleated front. The neat colored patterns are also going well. Flashy colors are not being much called for. In dress shirts, the pleated bosom is the newest thing. The pleats are of different widths, some narrow and some wide. When laundered this shirt looks well.

In neckwear, the long, narrow plain derby, 45 to 50 inches in length, in the four-in-hand style, is a favorite. This style also comes with a fleur-de-lis or initial letter on the end, which makes it attractive and a good seller. Bow ties are not in such good demand this year as in previous years. Stocks have taken a drop, although in light weights they are still selling well. A large business is expected to be done in them for Fall trade. A bright green in the narrow derby is reported to be coming in for men's neckwear this Fall. Another good line in the narrow derby selling well just now is the plain black. Some very nice neckwear is being shown in rich silk, with beautiful Roman stripe. With the best dressers this style is worn a great deal. Several dealers predict that the flowing-end tie will be worn a lot this Fall.

The best selling collars just now are, of course, the low shapes in the fold collar, from 1¼ to 2½ inches high. These collars are selling exceptionally well, and are the thing for wear for the hot weather. The medium wing is reported by some dealers as going to be the popular collar for Fall wear, while others are of the impression that the straight high band will be most worn.

One retail furnisher told me that Canadian manufacturers want to wake up in the collar trade, as the American collars, he said, are being sold almost exclusively by a large number of dealers.

In underwear, a good business is reported in all lines, and the dealers are making up now for the slack period caused by the backwardness of the warm weather in coming, as in many lines they are not able to supply the demand. The best selling lines are the light balbriggan in fancy colors. Mercerized salmon-colored goods also sell well. Considerable demand is being shown for knee drawers, in light-weight goods, which are much cooler for the hot days.

Pyjamas are selling well this season, and the retailers report doing a larger business in this line than in any previous season. Pyjamas are growing in popularity. They are comfortable, look well, and are cool. A special line that sells well is of silken wool.

Fancy hosiery still continues to grow in favor, and in the retail realm this branch of the furnishing business is an important one, of the best selling lines. The open-work lace pattern is a favorite. Those with the horizontal stripe are selling better than those with the stripe running round the leg. The style having the silk work in front on the black background is pretty and is taking exceptionally well.

White vests of washable material are having a strong run this season, and a number of furnishers report not being able to supply the demand. White is being mostly asked for, and the plain white duck is the best seller. Another popular vest is a striped pattern also in the washable goods. Most of the dealers have run right out of these lines and have sent in repeat orders. In many cases the best sellers are the single-breasted style. White duck trousers are, as usual, experiencing a good sale at this season of the year, although in some cases the white flannel, with the dotted blue or black stripe, are selling best.

Leather belts are shown in large variety, and the prevailing color seems to be in blacks and greys. The patent leather belt, in narrow width, is one of the best sellers. The style this season is nearly altogether in the narrow patterns.

Flannel suits are commanding a good deal of attention this Summer. The best lines are in blue and black, striped with the white dot. Wash suits are taking very well in all lines. The ones that take best are linen, Madras, and pique. G.

* * *

Cottonade Overalls.

"The King" is the name of a special line of cottonade overalls that The W. R. Brock Co., Limited, Toronto, have decided to clear out at a snap price. These are regular good value at 75c., but Brock's offer them at a price that will allow them to be retailed at 50c. The quantity is limited. Send for sample dozen.

* * *

Garments for Labor Day.

R. C. Wilkins, proprietor of "Rooster" brand shirts and overalls is now busy with garments for Labor Day parades, for which he has received an unusually large number of orders. These are to be ready by September 1, and the new factory is pushed to its utmost capacity. This is a trade which has been increasing rapidly of late years, as the laboring men want the very best looking garment for

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

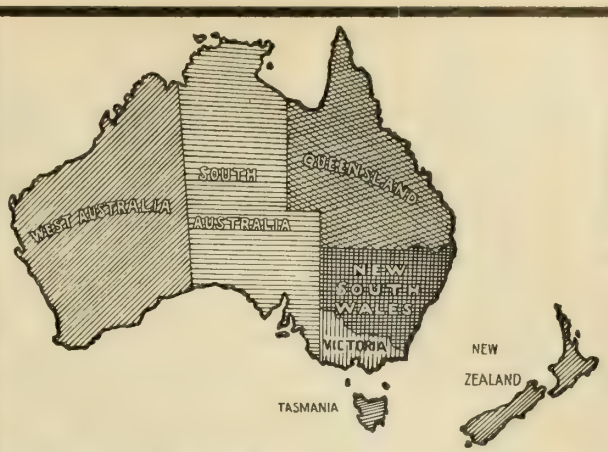
THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

Publishing Offices :
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Specimen Copies free on application.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings; $40 per thousand, payable in advance but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

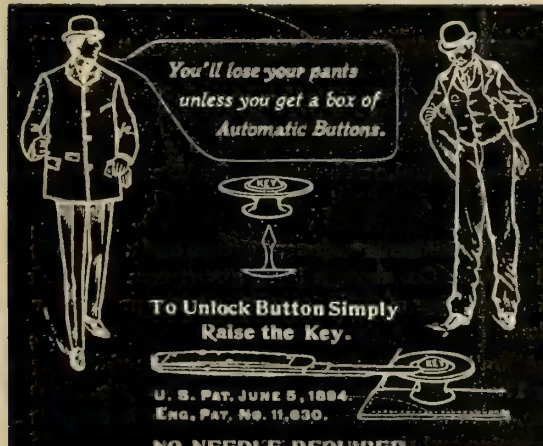
THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL.

10 Front St. East, TORONTO.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel



TRADE MARK PMCI

J. V. Pilcher Mfg. Co.

MAKERS

914 Mason Ave., Louisville, Ky.



that day, as well as the one that will wear best. That combination, it is understood, can only be found in the brand that "crows over all." The new factory, by the way, is already being found none too large, great as was the increase of space over the old premises. During the first six months of this year the business was increased 42 per cent. over that of any previous year. Another growing trade with Mr. Wilkins is in heavy goods for the Klondyke. The "Rooster" brand clothing has been found particularly suited for the cold climate of that region.

* * *

Notes of the Trade.

BROPHY, CAINS & CO. report great success with their worsted hosiery; 263 half-hose has "caught on" especially well. At 25c. retail it is an excellent seller.

Trudell & Tobey, Chatham, Ont., have put in a new front in their store.

Cummings & Richardson, dealers in men's furnishings, Atlin, B.C., have dissolved.

G. S. Haslam, men's furnisher, of Carberry, Man., has sold out his business to W. Garland.

Thompson & Reynolds, clothing, hat and men's furnishing dealers, Montreal, have assigned.

An assignment has been made by D. C. Gillis, men's furnishing dealer, of Halifax, N.S., to G. E. Faulkner.

The W. R. Brock Co., Limited, Toronto, are showing good value in lumbermen's sox to retail at 50, 75c. and $1.

Oak Hall has opened a branch in Owen Sound, Ont. Alex. Currie, formerly of the Windsor, Ont., branch, is the manager.

The men's furnishing establishment of George R. Jackson, Victoria, B. C., has been damaged by fire to the extent of $1,700.

R. E. Nelson, Guelph, Ont., has moved into his new store, which is up to date in every respect. The fixtures are entirely new, and are made of oak.

A special 25c. line of harvest mitts is being shown by The W. R. Brock Co., Limited, Toronto. There is No. 100 round, and No. 200 with one finger.

The hatters and men's furnishing dealers of London, Ont., have agreed to close their stores at 1 o'clock on Wednesday afternoons during August.

By order of the Superior Court, Wilks & Michaud have been appointed curators of the estate of A. Demers & Co., dealers in men's furnishings, Montreal.

G. T. Kidd, clothing and men's furnishing dealer, of Wiarton, Ont., has assigned to W. H. Lamont, of E. Boisseau & Co., Toronto, who were the principal creditors. The stock was sold by auction on July 23.

It would be hard to find a more complete or up-to-date furnishing store than that of W. J. & J. A. McCanee, of St. Thomas, Ont. This is a new store and is reported as not being surpassed by anything in Canada.

A large and attractive stock of cardigan jackets and sweaters can be seen at the Toronto warehouse of The W. R. Brock Co., Limited. All sizes, all kinds, all prices from all the leading factories of the world. Jerseys can also be had.

In men's furnishings, the "Boss" cashmere stocking, to retail at 25c., should be in every live merchant's store. It is a good heavy rib, fine yarn, and is in stock with The W. R. Brock Co., Montreal. Way's mufflers are in good demand.

In spite of the well-known fact that overalls, smox, working shirts, etc., have advanced from 10 to 20 per cent. The W. R. Brock Co., Limited, Toronto, continue to offer the results of their immense purchases at old prices. Order while their stock lasts or you will be disappointed.

Ladies' Neckwear.

AMONG the neckwear articles that are again in favor for Fall are fancy boas, in taffeta, satin, chiffon and other materials. The demand for boas or neck ruffs during the Spring season was evidence of the popularity of this form of neckwear among women; and the Spring season was apparently not enough, but they must again be brought out for Fall. We may expect several entirely new effects in Fall boas. Already a variety of styles with motif patterns on plain white grounds are shown, and lace applique will be given more prominence, particularly in the matter of the collar design.

The ends, too, show many new things. One of the prettiest effects has the ends covered with ribbons, woven together in a very loose network, so that the effect of the ground color is not lost, while an added beauty is derived from the ribbon shades. Lace will be used considerably over the whole boa, as well as on the collar; and, in contrasting as well as in self colors, many handsome effects have been produced by its use. Sets of boas and muffs will also be worn.

In the matter of collars, while there are a number of new things in colors and color combinations and in trimmings, the shapes remain about the same, the only difference being in some minor item, which does not give any changed appearance to the collar. Linen and pique washable collars are in good demand for present wear.

The demand for stocks for the Summer trade has continued without interruption since the opening of the season. The many novelties are well thought of, and new additions continue to arrive notwithstanding the lateness of the season. White piques have retained their usual regularity, and when, now and then, a little color is introduced, the effect seems to be all the better liked. In spite of the many ideas in tying the ends, the Ascot effect has kept its hold on the public. Those tied in bows fell far short of the popularity that was expected of them.

SILVER CABINET FOR A NEW BENEDICT.

On the occasion of the marriage of Mr. Reg. F. German, eastern representative of The W. R. Brock Co., Limited, Toronto, the firm presented him with a magnificent cabinet of solid silver cutlery. Mr. Catto, the secretary-treasurer of the company made the presentation on behalf of the firm and employes which was feelingly replied to by Mr. German in a few well chosen words. Mr. German will make his headquarters in Ottawa.

"REDCOAT" AND "SNOWBALL."

These two names represent two lines of cardinal hose kept in stock by The W. R. Brock Co., Limited, Toronto. The former is cashmere, while the latter is ribbed worsted, more of a scarlet than a cardinal, and is suitable for Winter sports, etc.

In ladies' and children's cashmere, cotton and wool hosiery John Macdonald & Co. show a large assortment in all sizes and prices. Their line of ladies' and children's underwear is also complete.

"Coronation" is the name of a brand of Shetland floss kept in stock by The W. R. Brock Co., Limited, Toronto. It is a leading line, and the way the trade have taken it up proves that it is popular and the correct price.

RETURNED AUG 16 1902

Crescent Brand REGISTERED

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West TORONTO, ONT.

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B.C.

W. E. Chalcraft & Co.



Makers of Fine

CLOTHING

We extend a cordial invitation to our customers and friends to visit us during Exhibition. We will have some special clearing lines to offer, giving liberal dating.

All railroad expenses paid on purchases of $200 and over. Our representatives will be very glad to render any assistance to our customers in the way of securing first-class accommodation during their stay in Toronto.

Make our warehouse your headquarters.

Warehouse, 71 and 73 York St.

HAT, CAP AND FUR TRADE

IN neckwear pieces, this season is quite prolific in innovations of style. Neckwear is worn in scarf shape in lengths varying from three-quarters to bottom of skirt, with streamer tails, in number four, six, eight, ten and twelve. There is a considerable range in the furs whose popularity is proved by use. They include Hudson Bay sable, mink and stone marten and other such suitable furs.

Features of the Fur Trade.

Everything seems to point to the usual storm collars being neglected.

Ermine and chinchilla also are taking quite a boom. They are worn in different pieces of neckwear, and as trimmings as well. Furriers are showing a large number of cloth garments with fur linings. The furs that are used are hampster and lock squirrel. They are very richly trimmed with Hudson Bay sable, mink and stone marten. Different kinds of colored cloths are used, as well as Alaska sable. The Persian lamb will be as much worn in jackets this season as last season, both in plain and with trimmings. This fur has gained popularity through its stylish effect, and also because it is so serviceable. Unlike sealskin, it can be worn in all kinds and conditions of weather.

The tourist trade has just opened up, and promises to be even better than the average. It is in excess of last year, notwithstanding the heavy business done with tourists through the abnormal traffic that was due to the Pan-American Exhibition. This year the tourist seems to be a wealthier class, to be spending more money, and, accordingly, purchase a higher class of furs.

Popular Styles in Hats.

Mostly derbys and stiff hats will be sold this year. Wider brims and higher crowns will be popular in styles. There seems to be nothing to replace the Panama soft hat unless styles revert to the old Alpine hat.

The popular color, it can be stated with fair definiteness, will be black. Silk hats will be more popular than usual this year, especially with the young man. A leading retailer in Toronto stated that this year he was selling as many silk hats as he had in two years before. The wide brim soft hats and wide brim derbys, extreme in shape, will be in style. It is expected that browns will come into fashion somewhat this Fall or next Spring.

Trade Notes.

Jess Applegath, the hatter, Yonge street, is constructing a handsome new showroom above his present premises.

W. & D. Dineen Co., Limited, report a bigger business than ever in furs, due to general prosperity and to their catchy styles. The increase in volume of their business is evidenced



The well-arranged interior of the retail hat store of Jesse Applegath, Yonge street, Toronto.

COMFORT BRAND



Men's Fur Coats
" " Caps
" " Gauntlets
" Cloth Coats, Fur Lined
Sleigh Robes:
Goat
China Dog
Imitation Buffalo.

Ladies' Fur Coats
" " Caps
" " Boas
" " Muffs
" Fur Gauntlets
Cloth Capes Fur Lined

Novelties
—IN—
Neckwear

Wholesale Agents
—FOR—
Christys' Hats.

CHRISTYS' LONDON

UP-TO-DATE
American Styles
"Koh-i-Noor"
Brand.

Makers of Cloth and Uniform Caps.

If you have not received our Illustrated Catalogue regularly, write to us and we will put you on the list.

GILLESPIE, ANSLEY & CO., - TORO

by the addition to their present handsome building, of an addition of 50 ft., which will double their working facilities; also by their extensive improvements to window space.

Fall Styles in Hats.

(From Our New York Correspondent.)

Owing to the great diversity of styles that have been on the market for the past few months in stiff hats, it is difficult to forecast what will predominate in style this Fall. Proportions have been steadily coming up, but 5½ x 2 will be the staple, with more demand for 5¾ than for 5¼, in large cities. The leading hatters will bring out conservative shapes for genteel wear, and the more radical shapes which have been so prominent this Spring are likely to drop considerably

In soft hats, there is an increased demand for bound edges and the popular Panama shapes show signs of giving way to styles modeled on the old tourist. Of these, those with a stylish set to the brim, rather high on side and moderately pitched, will be most sold. In Philadelphia, which is a leader in soft hats, there are several new shapes meeting with favor, one in particular with a small crease in the crown and one with an expansive spreading brim, very wide on the side and with a low crown.

Another month will reveal much more clearly than can be ascertained at present what styles of hats the American public are going to express their preference for.

Sharp Rise in Furs.

"It is difficult just now to get quality in furs at any price," said Mr. Martin, of Gillespie, Ansley & Co., Toronto. "The very high price of skins of all sorts is the feature of the market. There is a sharp advance in all lines, and especially in Persian lamb."

Asked about the other departments in the firm's business, Mr. Martin said, "Christy hats are increasing in favor and are now the most popular make sold in Canada, from the Atlantic to the Pacific. We handle them for all Canada, with the exception of the Province of Quebec."

A New Firm.

A. M. Rutenberg and A. Alexandor are the partners in a wholesale fur business at 504 St. Paul street, Montreal, which was started at the first of the year under the style of Rutenberg & Alexandor. Both these young men have had experience in the business, and judging by the specialities they offer, they have a good idea of what the Canadian trade wants. The specialties include heavy coon and fur-lined coats, capes and fancy goods. Sets in water mink are offered at exceptionally good value; for, being a new firm, they are offering greater inducements to the trade than can be obtained in older established houses. Among the other lines are plain cloth capes, with Thibet collar and revers, handsomely fur-lined, to sell for $13.75, and the same in a rich brocade cloth to sell for $15. Mink ruffs are shown, with two heads and eight tails, tastefully made, for $12, and the same in double, for $18. In the men's coats a special fur-lined garment, with otter or Persian collar and muskrat lining, is shown to sell from $37.50 to $40. Coon coats run from $35 to $60. The new firm have one of the finest stocks of fancy furs to be found anywhere, including stone martens, minks, Persians, etc. Samples of any of the garments will be sent out, on approbation, to anyone sending for them. Rutenberg & Alexandor are bound to secure a good share of Fall business, and the trade has now an excellent opportunity to get some fine fur garments at prices which are sure to bring good business.

Laces and Trimmings.

WITH the revival of the soft, filmy effects in ladies' dresses there arose a demand for trimmings of various descriptions, which, while the tailor-made garments practically monopolized the trade, fell into disuse to a great extent. But the lighter, clinging variety of dress materials always need some sort of trimming to set them off properly, and, as they are to be worn very widely during the coming Fall and Winter seasons, the trimming department is receiving proportionate attention from importers and jobbers. It is now to the retailers' interests to do likewise. Of course, there will also be a great many tailor-made costumes worn, but, instead of the trade being almost wholly confined to that class of goods, the demand will be strong on the lighter fabrics as well.

Laces will be very prominent, and will be used in every conceivable manner. Medallions, which were so well liked in Summer dress trimmings, are expected to be used quite as much for Fall and Winter. The patterns include both the square and round shapes. Galoons are in floral patterns, and separable, a fact which is welcomed by all, as there is so much wider scope to produce original effects with these than with the continuous designs.

Spangles and steel beads are expected to be prominent. Jet beads are also shown, and several new ideas have been brought out in combinations of these, with spangles, the latter being used in large and small sizes. White, black, and cream are favorite shades. Many varieties of the last-named shade are shown, ranging from the darkest to lightest tones.

Ribbons are well thought of for Fall and Winter trimmings, velvets and silks being both shown. The narrow velvet ribbons will be used much for cording and lacing in the front of dresses, while in the silk goods the wider ribbons are preferred, as the silks will be used considerably for sash purposes. It is expected that all the popular colors, the light as well as the dark shades, will be taken.

GOOD RUN IN LACE AND SEQUIN EFFECTS.

Dress trimmings are having a splendid run this season, particularly in lace and sequin effects, black silk soutache, and black and white silk Escurials, besides good demands for the plainer black and white silk gimps. Oriental braids are also fashionable for street costumes. Kyle, Cheesbrough & Co. report an increased demand for dress trimmings this Fall. Novelties, fancy buttons in enamelled, moire silk, black crochet and several other styles are in good demand.

A LARGE STOCK OF TRIMMINGS.

S. Greenshields, Son & Co. report for their trimmings department the largest trade in the history of the house. The stock of laces comprises Valenciennes, guipures, torchons, orientals and repousse laces, and is one of the largest stocks on the market. Velvet ribbons, with cotton or satin backs, which are now so scarce and so much in demand, can be had here. Orders are filled promptly.

LACES IN PARAGUAY.

The art of making lace by hand is well developed in Paraguay. It was taught the natives 200 years ago by the missionaries, and has been transmitted from generation to generation, till it is now quite general throughout the Republic. Some towns are devoted to making a certain kind of lace. In one town of 8,000 or 9,000 inhabitants, almost all the women and children, and many of the men, make lace collarettes, handkerchiefs, and ladies' ties. Another town makes lace embroidery, and others drawn-thread work, such as centrepieces, tray mats, teacloths, doilies, etc.

High-Class Furs

We aim at excellence in material, finish and style, and our rapidly-growing trade is the best evidence of our success.

Our Astrachan Jacket trade has assumed huge proportions. They conform readily to the figure, are dressy, and are made of selected materials, put together by first-class workmen.

We are turning out a great variety of Boas, Collarettes, Caperines, and Fancy Neckwear this season. Our catalogue, fully illustrated, will be ready early in the season and will be mailed on application.

James Coristine & Co., Limited

St. Paul and St. Nicholas Sts., MONTREAL.

DISPLAY FIXTURES



The season is approaching for the big annual display of **Fall Goods.** Most merchants will require some new



Fixtures to brighten up their stores and Display the New Goods to best advantage.

We are preparing to fill our customers' orders promptly at very Close Prices.



We carry in stock or make to order complete lines of Display Fixtures, Wax Figures and Forms; Millinery Stands of every description; Veiling Stands, Flower Stands; Ribbon, Kid Glove, Umbrella and Hat Cabinets: Triplicate Mirrors; Glass Counters, Show Cases; Mantle Racks and every modern device for the attractive display of goods. When attending the Toronto Wholesale Millinery Openings, call on us for quotations. In the meantime, drop us a Post Card for our large Catalogue.

CLATWORTHY & CO., 46 Richmond St. W., **TORONTO.**

Monday, September First.

Greater than any previous effort. Past success and steady advancement in business are our guarantee to the trade that nothing of the taste-pleasing or trade-building character has been omitted from our colossal stock provided for Fall.

You are cordially invited to be present at our Opening of Millinery, Millinery Novelties, Laces, Fancy Dry Goods, and Ladies' Jackets, Costumes and Skirts to be held on Monday, Tuesday and Wednesday, 1, 2 and 3 September.

S. F. McKinnon & Co., Limited,
Toronto.

SPECIAL--For the benefit of all who, on account of distance from this market or other reasons, find it necessary to make their selections previous to our general opening dates, by the 12th of this month we will be ready and in good shape to receive and wait upon all early buyers.

S. F. McKinnon & Co., Limited

TORONTO AND MONTREAL.

The Canadian Millinery Review

Fall Millinery Openings

The Fall Openings.

MILLINERS all over the country have by now been informed that the openings of the wholesale houses are to take place the first week in September. As usual, the managements in Toronto have taken advantage of the fact that the Toronto Exhibition opens the same week, and the combination of the two events will be of mutual assistance to each. Anticipation paints the coming season in very roseate colors, and, should the expectations of the millinery men be realized, there is every reason for saying that the coming season will be one of the most successful in the history of the trade.

The weather conditions are at present more favorable. During July there was much uneasiness in the minds of those firms which had been making extensive purchases, but the return of fine weather and the glowing crop reports from all parts of the country have tended to restore confidence. With an abundant harvest there is no doubt that milliners all over the Dominion will have a very prosperous Autumn season.

In the millinery warehouses the large stocks are being got into shape rapidly, and about the middle of August all will be ready to receive buyers from a distance, who will need to make early purchases in order that goods shipped may reach them in time for their own openings. It is as yet too early to make any definite statements concerning these millinery displays, but the managements promise most elaborate preparations. In all the warehouses visited by THE DRY GOODS REVIEW'S millinery reporter great activity was manifest and huge stocks were the order of the day. From the variety of goods displayed, buyers should experience no difficulty in making excellent selections.

Fall Millinery Styles in New York.

From Our Own Correspondent.

"What will be popular in millinery this Fall?" I asked John Miles, the well-known Broadway wholesale millinery man.

"Well," he replied, "you Canadians do not use the extremes or the erratic in millinery; but look at these lines. We never had at the price such neat and stylish goods to offer the trade as we are showing this season. Here are medium-priced goods that are simply marvellous values. The predominating shades will be emerald, parrot and peacock greens; also indigo, royal and peacock blues. The lighter shades of ecru and castors will also be used.

"Now, here is a line of camel's-hair felts which will be eagerly sought for by the public this Fall. You see, they are very attractive hats, in a shape which suits most people who want something serviceable, and at the same time it looks natty. What do you think of this hat? It is an imitation beaver, large-brimmed, flat and medium-crowned, and it is almost impossible to tell it from a real nap beaver. This hat can be sold for one-quarter the price usually asked for real beaver goods. In trimmed hats, this is where we excel. Here is a handsome hat. It is a shepherdess shape, made of mohair felt, deep velvet binding with white taffeta cording on edge, ribbon around crown caught with ornament in front, rosette of ribbon on back with ends of felt and jet trimming, and plume under rim caught with ornament.

"Another is a very stylish turban with spangled lace brim, fancy draped crown, a large bunch of black and white aigrettes on black coming over crown, fastened on back with jet cabachon and ends of jet trimming.

"Just let me show you one more," he said, as he turned to another group of hats. "This is a Gainsborough shape trimmed with real mink on edge of rim, velvet tam crown, and paradise aigrettes on side caught with a steel cabachon, ribbon rosettes on back with long knotted ends, and silk and velvet roses and ribbon on side band. This is one of the prettiest and richest-looking hats seen this season." M.

Wheat Fields and Millinery.

When a representative of THE DRY GOODS REVIEW called at the warehouse of S. F. McKinnon & Co., Limited, with a view to hearing what they had to say on the business situation, he was met by one of the company, and, as on previous similar occasions, was made to feel quite at home and to realize that he had met men whose interests were in some way interwoven with the interests of business men in every part of the Dominion.

During the first part of the conversation the mouthpiece of this company did not run right along the line of art and beauty which so naturally combine in the millinery world, but rather took on the form of an interview with a practical agriculturist showing that somewhere in his experience the representative of the company had learned all about sprouting wheat, blackened hay and heating mows. He said: "In looking back 10 days things were a little discouraging for the farmer, and therefore certainly for the merchant, too, as what materially affects the farmer very soon affects the latter. Here we see clearly what mighty factors the tillers of the soil are in all our business pursuits.

"To-day, with our clear, blue, Canadian sky and a continuance of the fine settled weather, all danger appears to be past and prospects all over our favored Dominion look bright. Do not misunderstand me. Much damage has been done to hay, particularly, and other crops on low-lying land, but, considering the promise of such abundance, the percentage of loss will be small. Naturally, however, harvest generally will be a little later, particularly in the Northwest Territories. But our belief is that if the present fine weather continues, for the want of barn room, there will be more grain of one kind and another stacked out (Old Country fashion) than ever in the history of the country.

"Coming back to the subject, which is peculiarly within our province, and certainly receives more of our attention than does wheat-growing or stock-raising. We are within a month of our millinery opening, which, by the by, takes place on Monday, September 1 and following days. We do not deceive ourselves or try to deceive others when we say that

Toronto is more and more each season recognized as the great millinery and cloak centre of Canada, and therefore we have made a larger provision for the coming season than for any previous one.

"All our representatives from north, south, east and west, far and near, have finished successful trips and are now gathering at our two headcentres, Toronto and Montreal, to meet the great army of buyers who will rally at both points within the next few weeks.

"To make any attempt at describing our Fall importations to the trade would be impossible, but as they daily come to hand we are convinced that in extent and character it is the most convincing we have ever brought before the trade.

"It is an old saying that 'Rome was not built in a day'; neither was the S. F. McKinnon & Co. business won by waiting for the turn of the tide. Whatever kind of a tide we meet the pull is always strong and even along the same lines: Work properly divided to capable men; prompt and thorough devotion to all departments; using our ample capital to best advantage in every market, thus securing correct goods at lowest possible prices, and in being in every way liberal with our patrons.

"We have said that our general millinery opening takes place on Monday, September 1, which date we think most suitable for the great majority of buyers; but we also know that there are a great many from a distance who, in order to get their goods forwarded in time, must do their buying previous to the opening dates. You might just say that for the benefit of all such early buyers, that, as usual, we will be ready by August 12 to receive them, when our stock will be in good shape to make selections from, and will be prepared to show sufficient trimmed patterns to guide buyers in perfect safety in making selections from our stock.

"Our Fall styles in ladies' jackets have proved a great success. The great secret is the perfection in style, fit and finish of all our garments, from the lowest grades up. Our factory is running at full pressure in order to get out all our large orders for jackets and skirts in time. Buyers in this class visiting the city who have not made their selections, or who wish to add to what they have bought, or if they only want to get educated on what is right and correct, we will take pleasure in showing them through our showroom."

Three of Caverhill & Kissock's Hats.

In Caverhill & Kissock's advertisement in this issue our readers will notice that they direct them to reading matter columns for description of the three cuts of hats published in their advertisement.

No. 1 is cut of box turban, showing back view. This hat is made in cream and brown angora folded around the crown, drooping over the back and fastened with a bow of ribbon in same shades. The trimming is composed of a large paradise bird in same shades.

No. 2 is cut of picture hat, showing side view. This hat is covered in black chenille and trimmed with white Irish point lace and fastened in the back with a long black plume. Is trimmed underneath with a knot of turquoise blue velvet.

No. 3 is cut of Continental shape, showing side view. The brim is draped in white silk, appliqued with black chenille, and the crown is of black silk velvet folded softly to form a plateau, caught over on the brim, near the front, on right side and fastened with a premium ornament, and from that a long black feather droops over the back.

No. 4., herewith shown, is cut of Continental shape, showing front view. It is made in folds of angora, in castor and white, falling over the back and fastened on the crown with three large feather pompoms in white.

No. 5., herewith shown, is cut of flat hat, showing side view. Is short in the back and rolling up but out over the face. The top is covered with white and black applique in chenille and angora, and the brim underneath is draped with hunter's green velvet, fastened in front with large buckle to match, and osprey in black and white drooped from each side towards the back, in all making a very handsome hat.

No. 6., herewith shown, is cut of box turban, showing side view. Brim is made of chenille in brown and blue softened in around the crown with brown velvet, folded towards the back and fastened with a drooping bow of brown and blue, and finished on the left side near the back with a bird of paradise in the same shade.



No. 1. Continental, shown by Caverhill & Kissock.



No. 5. Flat Hat, shown by Caverhill & Kissock.

Wholesale Millinery

We Announce

OUR GRAND OPENING DISPLAY

— WILL TAKE PLACE —

MONDAY, SEPT. 1st,

AND FOLLOWING DAYS.

WE WILL BE PREPARED TO RECEIVE BUYERS 11th INST.

The D. McCALL CO., Limited

MILLINERY OPENING

Fall 1902

Inspect Our Stock

Buyers visiting the Toronto markets during the Fall Openings are cordially invited to call and examine our stock which will be found in all departments the largest and most varied we have ever submitted to the trade.

Special efforts have been put forth to secure in our selections that **Novelty and Style** which should mark a first-class millinery stock, and give confidence to buyers in making their purchases.

G. Goulding & Sons

PARIS OFFICE: 35 RUE POISSONNIÈRE.
LONDON OFFICE: 3 ST. MARTIN'S HOUSE, GRESHAM STREET, E.C.

55 Bay St., TORONTO

A MILLINERY SYMPOSIUM.

WHAT THE LEADING TORONTO MILLINERS SAY ABOUT THE COMING SEASON.

Mr. W. Guthrie, of S. F. McKinnon & Co.

Take reports lately and they show that the quantity of rain has had a certain bad effect, but the general outlook is good. With fine weather there is no question but that there will be an abundance of everything.

From all quarters of the Dominion orders for Fall have been good, our sales for millinery, ladies' jackets and laces being much larger than for the corresponding season of 1901. Several of our representatives have finishud their trips, and those who have returned to the warehouse speak most hopefully of the business outlook for Fall.

As to millinery and millinery novelties, our assortment is so extensive that any attempt to describe it in small space would be impossible; no particular thing can be said to predominate.

White felt hats have been good for July trade and will be right in line for August wear. Rough camelhair and beaver effects promise to be very good. The leading features in the



No. 6. Box Turban, shown by Caverhill & Kissock.

manufacture of high-class millinery will be silk velvets, panne velvets, fancy plushes, plain silks and ribbons of the soft liberty character. Black satin and velvet ribbons have been very good during the season just closed, and promise to be again strong for Fall.

The variety of French and other novelties in crowns and trimmings is more dainty and fetching than ever. Our collection in this class is most extensive and must be seen to be fully appreciated or understood. Wings, birds, fancy feathers, breasts, ostrich feathers and buckles are not only showing in great variety, but in many entirely new and effective designs, and all give promise of being largely employed as garnitures for Fall millinery.

Mr. Douglas McCall, of D. McCall & Co

The prevailing style of hat shows little change from what has been worn for the past season and is still of the large order. On the contrary, toques as shown are much smaller than for some seasons.

Low flat trimmings are again to be the order of the day. A new toque called the "Tudor" is one that is likely to have a big sale. This shape is almost turban in effect, low crown, wide rim, full depth of the crown and close fitting, this being trimmed with a chenille scarf brought over the brim and ends, falling at the back. This shape is also made in velvet, with wings trimmed over the back. A very noticeable feature in trimmings for Fall, in both hats and toques, is the back trimming, the scarf effect being used for draping the brim and falling soft in long ends at the back. This effect is had in chenille, chenille and sequins; also lace, ribbons and chiffons, and in some cases these long ends fall to the waist, making a very stylish trimming.

For materials, the latest are all of the zibeline, astrachan and hairy effects, and it is to be noticed that, after a long rest, the long nap silk plush is being revived and will be one of the fashionable materials again. However, notwithstanding all the new trimming materials, velvets will undoubtedly hold a first place, and these, as also plain and embroidered felts, will have a good sale. Amongst other trimmings largely shown and used will be wide galoons of sequin, sequin and chenille, chenille, cut beads, embroidered velvets, and plain chenille, astrachan and wool effects in great variety, and the customer that cannot be suited with the selection of handsome materials to choose from will indeed be hard to please.

Wings, breasts, large birds and pompoms are much in evidence, and the new soft pliable wing, which can accommodate itself to any style of trimming, will doubtless have a very large sale. For feathers, black ostrich flats and ¾-flats will be much used, as also paradise.

Amongst novelties seen in ornaments are new filagree effects, the most popular of which will be green and steel and brown and steel, and these in cabachons, buckles, bands and darts make a pretty novelty. Cabachons, bands and buckles will still be the most popular in black, steel, rhinestone and old silver, and should have a good sale.

For the coming season ribbons of liberty satin, taffeta and moires, as also black velvet and satin, are being largely used, the demand being for all soft makes. In colors, for the moment, greens of all tones seem to hold first place and the pirroquet (or emerald) shade will no doubt have a good run. In staple shades, beige, castors, marine tabac, reseda and cardinals, and for light tones, turquois, old rose and paradis and orange, and for combinations the light tones will be much used. Pirroquet and white, ciel and beige, paradis and white, reseda and pink and the old favorite, white and black, are still largely used, and the new combination of ara (blue) and pirroquet will also be much in favor. I think it is safe to predict that as the season advances colors will be much used in trimmings for the Fall 1902.

The John D. Ivey Company, Limited.

For the Fall season in the silk department soft-toned ribbons will be used largely, especially in the new blues and greens. Velvet ribbons are shown as much as ever. Indeed, it is going to be a tremendous velvet season, the lines in the panne or ostrich finish being particularly desirable on account of their excellent finish and dye and also lightness in weight. In ornaments, steel ornaments are the leaders.

In the hat department, the mohair, both in plain and mixed felts, is the feature. The ready-to-wear hats are to the front and it will no doubt be a big ready-to-wear season. Just now there is a big demand for white felt hats. These make a very desirable early Autumn hat. Birds are popular and white breasts will doubtless be as strong as ever. Both birds and



No. 1.
Box Turban—back view.
Mad. Pouyanne,
Paris.



No. 2.
Picture Hat—side view.
Mad. Minniggio,
Paris.



No. 3.
Oriental Shape—side view.
Mad. Herz Boyer,
Paris.

Millinery Openings, Sept. 2, 3, 4.

It does not take long

for the good qualities of our goods to become well known and appreciated. With our millinery in stock you can satisfy the tastes of your most exacting customers. Our aim is to supply you with goods that will create a most favorable and lasting impression. We want to assist you in securing and retaining a full measure of trade by offering you millinery that will do credit to your stock. We are now showing a complete range of "business-bringers" that both you and your customers will be highly pleased with. For description of above hats see reading matter columns of this publication.

Our store does not close until all orders are filled and shipped.

If our travellers have not seen you, drop us a post card, and full information will be furnished you.

Millinery Openings, Sept. 2, 3, 4.

CAVERHILL & KISSOCK,

Montreal.

Also at VANCOUVER, OTTAWA, TORONTO, QUEBEC, HALIFAX.

breasts look very nice in the new blue and green colorings. Sequin goods will be used largely and several new designs have lately come out in them.

Our firm are now preparing for the biggest Fall millinery season we have ever had, and are confident that if the favorable conditions which now exist continue, that not only the millinery business, but all other lines as well, will experience a great Fall season. The milliners for the most part all over Canada are prosperous, as are their customers also, which means big results in the way of business.



KNOX MANUFACTURING CO.

No. 814.—Made of strips of camel's hair felt, showing on edge the new crescent stitch. Velvet binding and good quality. Extra long quill. Comes in black, grey, brown, navy, castor, fawn, white. Is also very smart when stitching on edge is in contrasting shade, such as white on black, the new green on blue, etc. You can retail this for $3 or less.

Mr. J. M. Woodland, of J. M. Woodland & Co.

Our specialties here are all in the nature of hand-made, ready-to-wear and ready-to-trim hats. This is a feature of the business which is growing. Rough felts and cloths of French origin, having a long nap, in conjunction with chenilles in unique devices of manipulation, promise to be the leading feature of the season. For exclusive trade the horsehair braids, used in conjunction with chenilles, seem likely to be in demand. Headwear garnished with cabachons of velvet, felt and spun silk in variegated colors are very largely in evidence. Breast wings and quills, speaking of that class of goods, will no doubt be the leading feature.

Miss E. A. Halden, of G. Goulding & Sons.

We are using a great deal of fur this season, especially mink, stone marten, Persian lamb and ermine. As for Fall colors, castor and hunter's green are very popular, while all the pale shades of green and the pale shades of blue mixed with other colors are good. Royal blue is especially good. Laces are very much to the fore—linen lace, Irish point lace; all those cabachon effects and laces appliqued on velvets. Rough effects in cloths are the leaders and gowns as well as millinery will be distinguished by their use. Velvets, both plain and mirror, are just as popular this season as ever. Long ostrich plumes, in all colors, are being used extensively, the shaded ones especially. Large plain mercury wings are also very good, and birds in every shade and also fruits are being used a great deal. For the early Fall we are showing foliage hats in which the foliage is mixed in with velvet, but feather hats will be popular during the coming season. Plain felts are good in all shades and rough felts as well. Wide velvet ribbons with colored backs are effective, and we are showing hats with velvet accordion pleated, which look very nice. Very wide moire ribbons are in again. Tulles are good in all shades mixed in with mirror velvets. We are also using military braid again in all colors and reports from Paris show that they are using gold cord again there to quite an extent. As for shapes, they are flatter than ever and the long drooping backs are still in vogue.

Mr. Rae, of Cockburn & Rae.

We are expecting a bigger and easier season this year, as money seems to be more plentiful and people will be able to buy with a freer hand than they have in the past. We have had fewer failures and renewals this year than we have had for a long time. People have been buying from hand-to-mouth in the past on account of money being so scarce, but we think that the good crops and more prosperous times will induce them to buy more lavishly this season. Only one thing has been settled as yet, and that is that the blue and green shadings will have a big run, although the black velvet hat with large plumes will not take a back place.

Mr. Smith, of Smith, Whyte & Runciman.

On the whole, my recent trip to London and Paris was a most pleasant one, the return trip on the magnificent steamer Celtic being most enjoyable. Like many others, I was, of course, disappointed at the postponement of the Coronation. In regard to the millinery business, the feeling has never been as good and we are hopeful for a successful season. The materials shown most, and likely to be most popular, are rough, woolly effects. Rough plushes are again to the front, being shown in a great variety of handsome shadings, the most popular being cactus, a shade of green. Browns, marines, coquelicot, also beaver shades, will be unusually good. Chenilles are again very strong, and the rough effects in chiffon are likely to be much used. I fancy all milliners will be glad again to welcome the return of ribbons, which are likely to be in even greater demand this than last season, being very largely used in Paris, London and New York. They are shown in great variety, those of a soft brilliant finish being the most popular. Plush ribbon effects will be strong, the shadings in some of these goods being very beautiful. Colored velvet and



KNOX MANUFACTURING CO.

Misses' Hat.—Made of mohair felt and taffeta silk. A strong feature of this hat is the new crescent overstitch, which critics say is the most beautiful stitch yet invented.

"KNOX HATS ARE SELLERS"

Buyers desiring smart, new designs in Ladies' and Misses' Ready-to-Wear Hats and Children's Headwear at moderate cost will profit by seeing our line. Full range on view from this date until end of season. If unable to call and inspect our line drop a card for a sample dozen or so, stating price you want to pay and color you desire, and leave the selection to us. If they do not please you return at **OUR EXPENSE,** thus incurring no risk to you.

We might also add, if you are interested in Neck Ruffs see our designs and prices before placing your order. The best critics say they are top-notchers. Prices from $12 to $60 per doz



KNOX HAT, No. 865. — Camels Hair Felt, Silk Chenille-Edging on underbrim, and Velvet Binding on overbrim, underbrim Edged with Chenille. Good quality, extra long quill. Colors Black, Brown, Navy, Castor, Fawn, Gray, White, Black on White, and White on Black. To retail at about $4. Don't fail to stock a sample of this for your opening.

RUFF, 8/2.—Good quality Liberty Silk, Silk Edging, 25-inch full Ruche Neck and 27-inch Ties, 9 inches wide, with Pleated Frill. Our price for this one is only $27 per dozen.



KNOX HAT, No. 873.—A KNOX Original Design. Fine grade. Camels Hair Felt. Novel insertion of Genuine Asiatic Angora Wool. This creation must be seen to be appreciated. To retail at $4 to $5.

RUFF, No. R/2.—Made of good quality Pure Liberty Silk, 27 inch, Side Pleated Jabot Ends, edged with Shirred Ribbon, and 22-inch full Ruche Neck, edged with Pure Silk Shirred Ribbon. Comes in Black, Navy, Brown, Grey, White, and White on Black, and Black on White. A great seller. To retail at $5.



KNOX HAT, No. 851 — Very stylish Toque effect. Made of All-over Tucked Jap Taffeta, Silk Velvet Bands and Crown. Three Steel Buckles. This line is specially desirable, and a ready seller for mourning and black purposes. Also comes in Navy, Brown, Castor, Grey, Cardinal, Fawn, Cream, and Black and White, and White and Black. To retail at $4.00 to $4.50.

RUFF, No. 18.—This ruff has to be seen to be appreciated. Best Liberty Silk, 25-inch, full Ruche Neck, edged with Russian Grey Fox, 27-inch extra wide Ties, with five Crimped and Shirred Frills. Price only $60.00 per dozen. Foreign lines, similar, cost $10.00 each. All colors.



MISSES' HAT, No. 358. — Double Brim of Fine Camels Hair Felt, underbrim of Fluted Silk, trimmed with large artistically arranged Bow of same, showing the New Crescent overstitching on edge. Comes in Navy, Black, Pearl, Castor, Fawn, Cardinal, and White. Trimmed in solid colors on contrast as desired. To retail at $2.50 to $3.00.



KNOX HAT, No. 822 Hat on Large Wire Frame. Shirred Velvet Overbrim, Underbrim of Plisse de Soie Silk Rossette, edged with Narrow Velvet Ribbon. Very smart in Black and White, comes also in Black, Brown, Navy, Castor, Fawn, Pearl, Cardinal. To retail at about $4.00.

RUFF, No. 20.—A very stylish arrangement of the New Cape effect. Extra long Ends, Pleated and Shirred Frill all round, which drapes very prettily. Cape is double, and edged with the New Princess Ruching. Very effective in Black and White, White and Black, all Black, Grey and Brown, can be made in any color; and you can retail it at $5.00 to $6.00.



BONNET, No. 466. — Made of Cord Silk, Headpiece Fluted and Shirred, Full Pleated Back Puff, Flare edged all round with Chinchilla or Iceland Lamb. To retail at $2.00 to $2.25. Colors: White, Navy, Brown, Cardinal.

Showrooms:

48 and 50 Wellington East, Toronto.

J. W. PENNOCK

MILLINERY

ALL NEW GOODS.

44 Yonge Street, =

At our Fall Millinery Opening, Sept. 1st and following days, we will show a superior assortment of Pattern Hats and Bonnets from the best artists of Paris, London and New York.

Masterpieces of the world's best milliners.

J. W. PENNOCK

ADVERTISING IN WESTERN CANADA will be . . .
CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.



BERNARD CAIRNS
Leader in
RUBBER STAMPS
PRICE MARKERS, Etc.
10 King Street West, - Toronto.
Awarded Diploma at Toronto Exposition, 1901.

THE C. G. YOUNG CO.
RUBBER STAMPS
AND SUPPLIES
No. 1 Adelaide Street East, - TORONTO



SOMETHING NEW JUST OPENED
A special department for the quick and careful handling of MAIL ORDERS.
1,000 GOOD WHITE BUSINESS ENVELOPES, $1.00.
Noteheads, Billheads, Statements, $1.50 per 1,(00.
Send for special set of samples.
WEESE & CO., Jobbers, 54 Yonge St., Toronto.

WANTED.

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

THE REVIEW'S DIRECTORY OF AGENTS.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO.
Dry Goods Commission Agents.
Representing
- STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
- CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
- BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
- HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains,

A. ROLAND WILLIAMS, Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

If you want

WOOLLENS, HOSIERY, UNDERWEAR, COLLARS, CUFFS, etc.

It will pay you to place yourself in communication with us.
We have some good offerings to make you.

The BRITISH AMERICAN IMPORT CO.
364 St. Paul St., MONTREAL

& COMPANY

IMPORTERS

ALL NEW GOODS.

= = TORONTO.

And we will also have a large number of Pattern Hats and Bonnets from our own workroom—Hats that show the smart touch of the best milliners. These goods will be priced for the popular trade.

Come and see them. Come early.

& COMPANY.

PYRAMID HAT BOX

Made in various colors



Two sises

No tapes

Folds flat

WRITE FOR SAMPLES AND PRICES

ELLIOTT Mf'g CO., Limited
NELSON ST. TORONTO.

DYEING

DRY GOODS AND MILLINERY

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers,

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal. 123 Bank St., Ottawa
158½ King St. West, Toronto. 47 John St., Quebec.

Have You a Long-Hip Corset?



The

B. & C. are the Best

Manufactured by

Brush & Co., Toronto

RETURNED AUG 18 19

satin ribbons are good property in narrow and medium widths, while blacks are, if possible, stronger than ever. In feathers, black ostrich flats are again to the front, those most in demand being of the drooping effect. These are shown up to 27 in. long. Breasts are shown in a great variety of pretty shades and are good. Wings are again likely to be in great demand, the style of trimming being suitable to them, while feather pompoms, birds of all kinds, paradise and other osprey, have never been as good.



KNOX MANUFACTURING CO.

Misses' Hat, No. 343.—Made of silk-finished velveteen, underbrim of Liberty silk shirred on cord, giving a full ruche effect to outer edge, which is so desirable, and makes this a self-seller. Tucked crown, showing the new crescent overstitch. Colors—black, white, navy, brown, cardinal. Underbrim in contrast or solid colors, as you wish. To retail at $2.25 to $2.50.

Pretty Lines of Headwear.

There is no business enterprise which requires more careful attention to insure success than the manufacture of headwear. The constant whims of fashion, entailing ever-changing styles, demand a watchfulness and care which experience and capital alone can supply.

In this line of manufacture, The Knox Manufacturing Co., 48-50 Wellington street east, Toronto, have come rapidly to the front among the headwear houses of Canada. This firm, during an existence of five brief years, have enjoyed a phenomenal increase. During the past year their business has more than doubled, and they are at present employing upwards of 200 hands, and occupying vastly-increased floor space.

The cause of this success is not far to see by any having dealings with the firm. They act upon the principle that there is no royal road to business success, no more than there is to learning, and are content with the other road, which means strict attention to the wants of the public, good goods at reasonable prices and courteous attention and fair treatment to all.

The Knox Co. this season are making a specialty of chenille-edged and mohair felt hats, with the same elegance of design and workmanship which brought them so prominently before the millinery trade last season. Their Fall styles include some beautiful creations of this class. In their children's headwear department they are also opening some very pretty lines.

Visitors to Toronto at opening time will not have completed their tour of inspection until they have visited the Knox showrooms. An announcement on page 85 will be found of considerable interest.

A Big Firm Talks of Fall Styles.

Caverhill, Kissock & Co. have made their usual splendid preparations for the Fall millinery openings, and the variety of styles, materials and trimmings to be seen throughout their great warehouse will be equalled with difficulty. In both the made-up and ready-to-wear hats the selection is one of the most beautiful yet shown. Among the many handsome made-up hats was one in box turban shape, in coronation red and brown. Folds of coronation red velvet were brought around the rim, and the crown was composed of cock feathers, fastened down with a paradise bird and tail in brown.

Chenille was prominent. A leading style of hat in this material was of a large, flat shape, shorter at the back than at the front. It has a small round crown, covered over in placque style, with some pretty chenille in black and white applique. It is finished underneath the face with a drapery in myrtle, green and velvet, fastened near the front with a handsome buckle in matching shade. Two fine paradise tails are brought from each side and droop over the back. The hat is a Pouyanne, and one of the most beautiful French styles.

Several hats were shown in the new fur plush material, an excellent imitation offur. These were trimmed with pompoms of various descriptions. Pompoms, by the way, are apparently to be used quite as much during the coming Fall season as during the last.

In regard to the styles to be most in vogue, Caverhill & Kissock say that everything is flat and projecting again, with very little, if any, tendency to higher shapes. "The ornaments this year" they said "are handsome, and have been designed to match the popular colors of the season. In colors there is no doubt but that brown will have much popularity. Coronation red is also well liked, and reseda keeps well to the front among the leading shades. Wood shades are also good. The only shade that is entirely new is a green and blue effect which gives signs of becoming the most popular color of the



KNOX MANUFACTURING CO.

No. 827.—This hat has had the largest advance sale of anything in our range. Made of the new mottled felt, velvet underbrim. Two fine pelican quills, fastened with two steel buttons, and can be retailed at good profit for $2.50. Comes in black, brown, navy, cardinal, fawn; also black and white, and white and black.

SPECIAL FOR MILLINERS

You can now obtain a **Knock-down Hat Box** that will meet all requirements.

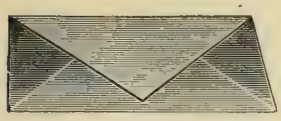
The "Pyramid" Hat Box

is unquestionably the best box for you to use for the following, amongst other reasons:

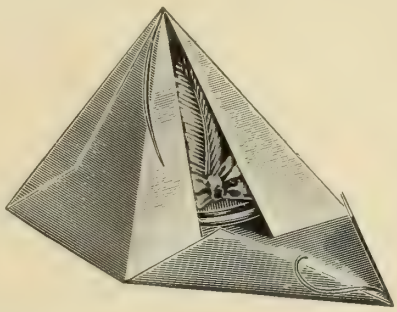
The entire box being made of one piece of extra strong and heavy cardboard and every fold overlapping another we produce not only a dust-proof compartment but absolutely the strongest, most convenient and most satisfactory modern box of the age.

The main feature of the box is its shape. The four sides converging to a point the hat is held firmly in place and cannot shake about. No matter what position the box may be in the hat will not be crushed or spoiled in the least. This cannot be said of any other Millinery box, either knock-down or solid. It has, consequently, special value for shipping and general delivery purposes.

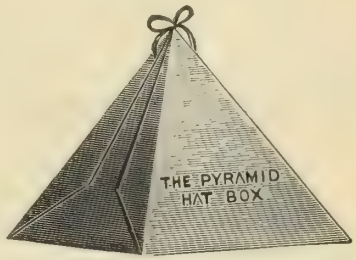
The "Pyramid" box is also very convenient for use in the house, full directions being printed on the inside of all boxes sent out, hence it is a box that will please your customers as well as yourself, and be the best means of advertising your business you can have.



(1)



(2)



(3)

The above illustrations show the "Pyramid" Hat Box (1) closed flat, just as the boxes are delivered from the factory; (2) three-quarters set up, after the hat is enclosed, and (3) fully set up and closed ready to hand to your customer. It will be seen that the setting up of the boxes for use is simplicity itself—there are absolutely no complications of any kind. The tape on the two outside folds holds the box in perfect position and forms a satisfactory means for carrying.

This box will take the largest hats made without difficulty. **OVER ONE MILLION IN USE LAST YEAR.**

It will repay you to investigate this matter and satisfy yourself that the above statements are correct.

Sole Manufacturers

DOMINION PAPER BOX CO., 38 and 40 Adelaide Street West, **TORONTO.**

The Latest Matter of Interest to the

DRY GOODS AND CLOTHING TRADES

is the obtaining of a satisfactory box to deliver their garments without crushing or creasing, and to supersede the use of wrapping paper and all such antiquated methods.

THE "BIRLEY" PATENT KNOCK-DOWN CLOTHING BOX

fills the need completely. It is stronger, more quickly and easily set up for use and has a much better appearance than any other folding box made. We venture the assertion that there are ten of our boxes in use to every one of all other makes put together.

Fully 80 per cent. of the largest dry goods and clothing houses in this country are now using the "Birley" box, and without any doubt it is only a question of a short time before the use of wrapping paper for delivering garments will be a thing of the forgotten past.

Will you take the lead in your own particular locality or will you leave it for your competitors to institute these up-to-date methods, being content to follow in their footsteps? Take our advice and be the initiators rather than the copiers.

We make five different sizes of these boxes. Dry goods houses use them for Blouses, Shirt Waists, Whitewear, Jackets, Skirts and Costumes. For the clothing trade we supply them for Suits, Pants, Overcoats, Coat and Vest, and Boys' Suits.

IF YOU HAVE NOT SEEN A SAMPLE OF THIS BOX, WRITE FOR ONE.

MANUFACTURED ONLY BY

DOMINION PAPER BOX CO., 38 and 40 Adelaide St. West, **TORONTO.**

season. Black and white hats are in order again, and, of course, we will have the usual number of black hats.

"One feature of the Fall millinery is the revival of the old beavers. Everything in rough effects, camel's hair, etc., will be worn. Camel's hair and velvets are the leading materials in ready-to-wears.

"As to trimmings, ospreys and birds, all in flat effects, are prominent. Only the soft breast effects in birds are taken. Paradise birds are again very much the fashion, and the fact that it is many years since they have been among the leaders will doubtless make them all the more popular for the coming season. The drooping effect of the paradise tails satisfies the tendency toward ribbon tails at the back of the hat; which, however well liked, are never as satisfactory for Winter wear as for warmer weather. And anything of the drooping style, like the paradise effects, is well thought of. The desire to keep up something of the same style of trimmings as prevailed during the Summer season is also seen in the fact that nearly all the hats have back trimmings."

* * *

The McCall Warehouse Stocked.

The spacious premises of The D. McCall Co. on Wellington street east, Toronto, are filled with the extensive importations which this firm have made to meet the demands of the Autumn trade. At present the company's employes are rapidly getting these goods in shape so that everything may present an orderly appearance when the influx of milliners arrive from the country to visit the opening. In the quality and range of millinery shown by The McCall Company they are unequalled by any other house in the city, and the indications are that the coming season will be one of the most successful in the history of the firm. Being kept directly in touch with the London and Paris markets, they are enabled to present the correct goods and styles to the public without a moment's delay. During the opening week a cordial invitation is extended to all milliners who may visit the city to inspect their stock.

* * *

Preparing for Fall Opening.

The travellers of Rathbone, McNeil & Co. are now taking their holidays and business for the present is comparatively quiet. In the warehouse, however, everything is activity, and the staff is pushed to fill the orders for Fall promptly, and in making preparations for the opening of Fall trade in September

* * *

Goulding is Prepared.

On a recent visit to the spacious warehouse of G. Goulding & Sons, 55 Bay street, Toronto, THE DRY GOODS REVIEW found their staff busily engaged in opening up new Fall goods and making ready for early buyers. The range of general millinery goods carried by this old-established house is second to none in Canada in respect to style, quality, extent or value, and its extensive trade has been built up by and securely rests upon the fashionable and salable character of their wares.

In velvets, silks, ribbons, laces, fancy feathers and ornaments, an immense range of attractive goods is displayed. Fancy millinery trimmings, such as crowns, crownings, bands, sequin and jet goods are shown in larger variety than we have seen, even in New York. Ostrich feathers, always a specialty with this firm, are shown in endless variety, the preference this season being for long feathers.

In ready-to-wear and dress hats, as well as children's styles, the stock consists of the newest and most stylish productions of the New York and foreign markets. Their trimmed millinery department is under exceptionally able management, and, with the assistance of some of the most artistic and original designers in America, a standard of excellence has been attained which stamps their trimmed goods as "highest class."

* * *

For Milliners and Fancy Goods Buyers.

The W. R. Brock Co., Limited, Toronto, offer for Fall some choice selections of new veilings, Plauen and Valenciennes laces; a large stock and variety of baby and wash ribbons; baby velvet ribbons, Torchon laces; novelty lace collars direct from Annaberg; flannelette embroideries; new lace, tucked and hemstitched handkerchiefs; childs' dresses, fancy knit wool goods, coats, hoods; umbrella shawls; H. C. Shawls, fascinators, toques, etc.

* * *

Death of Mr. George Morris.

At the close of last month there died in Montreal Mr. George Morris, who, for 36 years has been identified with the wholesale and retail millinery business of that city. Born in Suffolk, England, in 1831, he came out to this country when quite a lad, and was for many years connected with Thomas May & Co., in the capacity of buyer, subsequently going into business for himself. He was well known not only as a business man but also as a citizen. He leaves a wife, two sons and two daughters to mourn his loss.

* * *

Another Millinery Box.

The Elliott Manufacturing Co. have an advertisement of a new and unique millinery folding box on page 87, and this box embraces most of the good features of the pyramid box, with the additional convenience of a handle to carry it by.

* * *

Back From the European Markets.

J. W. Pennock, of J. W. Pennock & Co., wholesale milliners, 44 Yonge street, Toronto, who has just returned from an extensive visit to Paris, London, New York, and other European and American points, reports trade prospects to be very bright. Some very pretty innovations will be introduced this Fall. Rough effects, especially in camel's hair, will be decidedly strong. Beaver effects and fur effects will be very popular as well. He reports the Parisian dealers especially busy. Mr. Pennock is exceedingly optimistic over the prospects of Fall trade, and is at present busy receiving his bright and attractive stock.

* * *

Before buying the trade should see the stock of taffetta, shot silk and satin, duchesse makes, in various widths, carried by The W. R. Brock Co., Toronto.

A WELL-ASSORTED STOCK.

R. B. Hutchison & Co., the well-known jobbers in woollens, 80 Bay street, Toronto, have an unusually well-assorted stock of worsteds, Scotch tweeds, overcoatings, etc., for the Fall sorting orders. Their large, bright, new premises, at 80 Bay street, will prove an attractive place to spend an hour when in the city at Exhibition time.

The W. R. Brock Co., Limited, Toronto, carry a line of child's woven slippers that sell well.

We extend a cordial invitation to you to attend our

Fall Millinery Opening

Which will be held during the week commencing SEPT. 1st.

Our showrooms are stocked with a magnificent display of the latest creations from Paris, London and New York, which are **Now ready for early buyers.**

You will find us where you have always found us, at the top.

THE JOHN D. IVEY CO., LIMITED

MONTREAL
WINNIPEG
TORONTO

A BRANTFORD FIRM'S NEW STORE.

E. B. Crompton & Co., dry goods dealers, Brantford, Ont., are building a palatial dry goods store on the site where for 15 years they have been engaged in the dry goods business. The store has a frontage of 85 feet and a depth of 135 feet. The general business will be conducted on the ground floor. On the next floor will be located their mantle, millinery and carpet departments; also a parlor and toilet room for patrons. The second floor will be confined to retail manufacturing.

E. B. Crompton & Co. deserve credit for their energy and enterprise.

SILK HOUSE INCORPORATED

The old silk house of John N. Stearns & Co., Albany, has been incorporated on a joint-stock basis. It is a close corporation, the stock being held in the company under the old title as above. The taking on of the corporate form does not involve any change in the active management of the business, the officers of the new company being as follows : John N. Stearns, president ; Joseph T. Owings, vice-president ; Louis Stearns, secretary ; and John N. Stearns, jr., treasurer.

SOME ENGLISH EFFECTS.

English modes are gaining in popularity every day. This, of course, is due to the Coronation. The Princess of Wales, Queen, the Alexandra and the Coronation are some of the names given to popular models of to-day.

This shows which way the wind is blowing. Many of these English effects are marked departures from the ordinary and are decidedly novel.

These Coronation hats gain their name from the coronet-like effect in which the trimming is arranged. In many cases the brim is shaped with a "coronet." This may be done with any round turban, such as the toreador, or any similar shape. The milliner can easily see the opportunity thus afforded for the designing of a "coronet" hat out of most any old turban.

The "coronets" are usually formed of flowers or foliage and fastened across the front of the shape. Coronet ruches of silk crepe and chiffon trim these models.

Coronet ornaments in pearls and silver, cut steel and brilliants are novelties used in the adornment of these English hats.

The ivy of England is simulated in seed pearls and is much used. Velvet bows and draperies are arranged in "coronet" effect across the tops of crowns.

NEEDLES AND PINS IN THE STATES.

The extent and growth of the needle and pin industry of the United States is shown in the following table taken from the twelfth census of the Republic :

	1860.	1900.
Number of establishments	8	43
Capital	$266,700	$3,235,158
Wage earners, average number	256	2,355
Value of products	$433,500	$2,738,439

Thirteen of the establishments are in Connecticut, six in Massachusetts, five in New Hampshire, eight in New York, four in Pennsylvania and seven in all other States.

WILL BE REORGANIZED.

Woollen manufacturers are at present much interested in the winding-up order of the Montreal Woollen Mills Company, Limited, secured by Johns-Manville & Company, of New York, who hold the bulk of the preferred stock and control the situation. The manufacturing company was formed in 1899 with a capital of a million and a-half dollars and has been carried on at a loss for some time. Meanwhile pending a reorganization the mills at St. Hyacinthe will continue running under the control of Johns-Manville & Company.

Dress Goods Trade.

WHILE a considerable quantity of goods for Fall trade are now being shipped to various parts of the country, the heaviest demand is yet to come. Retailers who are near to the city markets have put off buying Fall dress materials until as late as possible, wishing to get rid of a sufficient amount of Summer goods first. The Summer has been so exceptionally cold and wet that many lines have moved but slowly, and wholesalers are looking forward for the present month to bring with it a heavy demand for Fall and Winter dress materials. But while some dealers are doing merely a hand-to-mouth buying at present, others not so closely in touch with the markets have made good purchases.

Fall and Summer Trade.

* * *

Wholesale houses have plenty of work on their hands now. Goods are arriving daily and must be shipped immediately to the purchasers, which, with the many orders coming in for Summer goods for present requirements, gives everyone a good deal to do. Several buyers are at present visiting the foreign markets for Spring goods. Those who are looking after dress materials had to leave there with but a very small idea of what to buy.

Receiving and Shipping Goods.

* * *

Among the goods being shipped out now in large quantities are finnettelaines, of which merchants throughout the country have made heavy purchases. The variety of design in these goods this year is very large, embracing all the popular colors of the day and in a vast number of patterns. Scroll, floral and striped designs appear in these goods, and are apparently in equal favor with the trade. The demand for the lace effects in stripes, to which we have before referred, keeps up, and these will doubtless be among the most prominent designs of the season.

Finnettelaines.

* * *

Fancy effects are well liked for the coming season's trade. Among the more striking of these are the tartan or Scotch plaid designs. All colors may be obtained in these goods, but it is not likely that the flashy red mixtures will sell as well as the more subdued designs. Black and green effects appear more frequently in the wholesale stocks than others. Green and blue are also popular, combined with a little red and yellow. These goods are being worn now in New York, where they have taken the popular fancy to a greater degree than was expected of them, and the outlook for their sale here is exceedingly bright.

Scotch Plaids.

Zibelines are moving out well, the demand being both for the smooth and rough-finished goods. If there is any preference it is, perhaps, for the smooth surfaces. Solid grounds are liked best. Granite cloths, plain and in stripes, are also selling fairly well.

* * *

All the popular colors of Summer, in the darker tones, will be repeated in the Fall and Winter goods. Old rose is well spoken of, and fawns and drabs are going well. There has been some demand for browns, and good authorities still hold to the view that they will be among the leading shades, but, so far, sales have not come up to expectations. The demand for this color is likely to be later in making itself felt than others, as it is comparatively an innovation, or, rather, a revival, while the others have been more or less in evidence during several seasons. Green, in a great variety of shades, is also shown, but it has met with less success than other colors, so far. White, of course, is much worn, and in fancy cotton goods is expected to be good throughout the Fall season. White grounds with neat effects in black spots or hairline stripes are well liked.

Popular Summer Colors.

For Spring 1903, white is likely to be very prominent. It is predicted that even the staple navy blue will have to give place, to a great extent, to white. The blue and green combination so frequently seen now is not looked upon as good for Spring. In combination with white, we may, of course, expect many different colors, black being among the most prominent. Indeed, a return to the old black and white neat effects is not at all unlikely. Stripes are again thought to be good, and a better demand is looked for in checks.

* * *

Velvets and velveteens are coming up to expectations in point of sales. The metallic velvets have been well received, and jobbers who have placed them before the trade are satisfied with the results. For trimmings they will be greatly in evidence, and for blouses they are well liked, especially for the Winter months. Even whole dresses are expected to be made up of these goods.

Up to Expectations.

* * *

Friezes, cheviots, homespuns, broadcloths and other heavy cloths are in only fair demand as yet, but no one expresses any doubt as to their popularity for late Fall and Winter. Although the more fancy dress materials and the lighter fabrics will certainly be worn extensively, especially since the long coats are still in vogue for the coming season, yet for a heavier dress to be worn without the coat the friezes, homespuns, etc., must be taken. The ever-popular dark greys are still to the fore, and, of course, the usual number of blacks and blues will be in evidence.

Some Features.

* * *

Busy Shipping Fall Goods.

S. Greenshields, Son & Co. are just in receipt of a new line of tartans for Fall dress goods. These have jumped rapidly into favor of late in Paris and New York, and it looks as though they were to be one of the most prominent dress materials of the Fall and Winter seasons. They are mostly in green and black effects, and certainly make up into a most attractive dress. The staff in this department are now very busy shipping goods of all sorts for Fall trade. The assortment of silks, which have this year been made a specialty, is larger than anything they have ever shown before. Velvets and velveteens are going out rapidly, and on their line of metallic velvets the orders have been exceedingly heavy. This will, without doubt, be used a great deal during the coming season. Finettelaines are shown in immense variety. The demand for them has been very good and orders are now being filled in great numbers. In homespuns, friezes, cheviots and other heavier cloths they report an excellent business.

* * *

Some of Their Leading Lines.

John Macdonald & Co. in their dress goods department report business good in all lines. A few special lines are spoken of as being best sellers. Zibelines are going well, from those in the long-haired or rough cloths to those in the smoother surface. Twill venetians are in good demand. Box-cloths are mentioned as being extra good sellers. Satin venetians and poplins are also in good demand. Almost all plain cloths are selling exceptionally well for tailor-made suits for the coming season. In black goods, poplins, cheviots, black camel hair and soleil are favorites. Crepoline cords, navy and black serges are still good property. French opera flannels are extra good sellers, and John Macdonald & Co. report having an excellent assortment; also a large range of

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WHOLESALE ONLY. **AS I LIVE I GROW.** TRADE MARK. (TERMS NET CASH.)

Canadians are coming our way more and more all the time. They find a quick sale for our

NOBBY, TAKING READY-TO-WEAR and TRIMMED HATS.

We have now 200 girls making and trimming hats right on the premises.

Gaze on our $3.00 and $4.00 each

Pattern Hats--Copied from the French Patterns. They are wonders for the money and it's hard to tell them from the original.

Drop in when in our city. Anything and everything in the millinery line.

JOHN MILES

WRITE FOR LATEST CATALOGUE.

610, 612, 614 Broadway, NEW YORK.

colored henriettas. In their silk department, peau de soies, gros grains and mervs are features for keen buyers and they report large sales in these lines; also in colored taffetas.

John Macdonald & Co. carry a full assortment of Bonnett & Co.'s silks. Black and colored satins and Japanese silks are selling well.

In their ribbon department some special lines are taffetas and duchesse, and many shades in plain silks and satins. A special value in Torchons is shown which is very good property.

In muslins, a complete range is carried the year around by the firm, and just now they are selling exceptionally well and prices are right.

* * *

John Macdonald & Co.'s Staples.

In the staple department of John Macdonald & Co. business is reported as being even better than last month. Two special lines of mercerized black sateen have just been received and are now in stock in large quantity.

Wrapperettes are being called for in large orders; they have an excellent range and great variety.

In linens their stock is in good condition. Some special lines of towelling are being shown and they are selling well.

Grey flannel has been in good demand and Fall orders have been large, several nice repeats are now to hand. A few odd lines of prints are being cleared out of this department at special prices.

* * *

Quick-Selling Dress Goods Novelties.

Blousing cloths are in the vanguard of quick-selling dress goods novelties for Fall trade. The Parisians have excelled themselves in producing some of the very prettiest combinations ever seen in blouse materials, and so reasonable and durable. Messrs. Kyle, Cheesbrough & Co., Montreal, are showing several pretty ranges of these goods and invite inspection.

* * *

Fancy White and Black Muslins.

We all know how almost impossible it was to get a range of fancy white and black muslins this Spring once the season opened. Brophy, Cains & Co. are now showing a special range of all kinds of openwork, tuck, spot and fancy muslins in white, natural and black for Spring 1903, besides a full line of organdies, Swiss muslins, etc. Delivery guaranteed. They are new, nobby and prices are right.

* * *

Samples of Novelty Dress Goods.

Messrs. J. C. Burt, F. A. Rodden, C. W. Morton, and C. Passmore, representatives of Brophy, Cains & Co., Montreal, will be at 50 Bay street, Toronto, during fisrt two weeks in September. They will have full ranges of samples and leading lines in novelty dress goods, etc., that the goods may be seen in the piece.

* * *

Dress Goods For the Autumn.

Wyld-Darling Co., Limited, report that their purchases of Autumn materials in dress goods are now well to hand. The stock comprises all the newest fabrics in French, German and British manufacture. These are particularly strong in cheviots, venetians, amazons, box cloths, poplins, cashmeres, serges, etc., in blacks and all leading colors. They show ranges of mattings—zibelines, camels hair effects, drape de Paree, etc., and some exceptional values in homespuns and friezes, viz: 54-in. frieze to retail at 65c.; 52-in. French cheviots to retail at 50c., in blacks, greys, browns and mixtures. Their stock of blousings comprises printed flannels, dresden stripes, silk striped corduroys, printed velvets in stylish, up-to-date colorings.

They carry a large range of silks and satins in peau de soies, tamolines, taffetas, dresdens, etc., in blacks and colors. Their "Empress" velveteens in black colors are favorites with the trade. They have a complete range in stock. The business in this department of Wyld-Darling's at this season is brisk. In heavy dress stuff they show a most complete assortment of the newest styles and weaves. They are particularly strong in cheviots and claim to have the best values on the road. They have been busy during the past month in this department getting out shipments and opening out new goods, which are now well in.

* * *

Muslins That Are Scarce.

W R. Brock Company, Limited, Toronto, have just passed into stock a lot of muslins, which are much in demand and scarce. Swiss spot muslins in white and black with self-colored spots, black, with white spot; also, white with black spots, white Madras muslins, patterns, H133, H134, H137 and H143.

PERSONAL MENTION.

Mr. Fred. Treblecock, of The Wyld-Darling Co, Limited, leaves in a few days on a buying trip to Great Britain.

* * *

Mr. L. R. Tobey, of Trudell & Tobey, men's furnishers, Chatham, left on Tuesday, July 29, for Europe to buy for the firm. Mrs. Tobey accompanied him.

* * *

Mr. A. W. Allen, of The Allen Manufacturing Company, Simcoe street, Toronto, sailed for England and the continent on July 30 in the interest of his business.

* * *

Mr. Arthur Patrick, of Patrick & Morrison, Hamilton, Ont., has been holidaying in Brooklyn, N.Y. He has been getting business pointers as well as taking a rest.

* * *

Mr. C. W. Dunning, buyer for the staple and linen department of John Macdonald & Co., left on a buying trip to the principal places in the Old Country on July 28. He will be absent six weeks or two months.

* * *

Mr. W. E. Raleigh, formerly with the Coshen Sweeper Co., and until lately with the Sweeperette Co., has connected himself with the National Sweeper Co., of Marion, Ind., and is now calling on his old trade in the east in the interest of this company. His many friends will be pleased to learn of his change, and he will undoubtedly do his share toward keeping his company on the high tide of prosperity.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

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The W. R. Brock Company, (Limited)

MONTREAL

August Specials

Carpet Warps on Reels.

Bats—Special lines confined to this house for Canada.

Turkish and Linen Towels and Towellings.

Clearing Lots of Flannelettes and Wrapperettes.

Melton Dress Goods—To retail at 7c. per yd.

Bedfordette—Confined to us for Canada.

AUTUMN GOODS that are NEW and ATTRACTIVE are being opened out daily.

BUYERS are especially invited to visit our Warehouse this month.

OSTRICH FARMS IN AUSTRALIA

AUSTRALIA is largely a land of undeveloped industries, and now an enterprising Australian has established an ostrich farm near Sydney which bids fair to prove the pioneer of many others in the parent State. Here are to be found twenty-two fine healthy birds, seemingly quite at home in their respective kraals, or fenced-in areas, but the limited quantity of land at the command of the experimenter prevents any present increase in the number of birds.

In South Africa the birds mature at three years, but in Australia two and a half years is their full time. The feathers are most valuable when the birds are fully matured. After they are clipped they are carefully strung and dried. When thoroughly dried they are graded, and then prepared by a staff of girls, sometimes as many as forty in number, for the workshop.

It is stated that the Australian feathers, as a result of better climate and better food, are superior to those imported from South Africa. No difficulty is experienced in obtaining young birds. The eggs are laid in the open, the number ranging up to 28, and the percentage hatched is considerable, as many as 12 chickens being obtained from a single clutch. The birds breed usually about three times in two years, generally during the cooler months.

In South Africa the eggs are hatched in incubators, so as to prevent damage to the wing feathers of the parent birds while sitting, but this expedient is found unnecessary in Sydney. During the breeding season the birds display a vicious disposition, and have to be cautiously approached, their kicking powers being of the strongest and most dangerous, and generally exercised when least suspected. At such periods they can be handled with safety only by those experienced in their management.

The best feathers in the European and American markets are obtained from Morocco, but they are closely approached by those from South Africa. Both, however, are rivaled by those from Sydney, which are declared by experts to be among the finest known. The introduction of birds and animals from other countries has not always proved advantageous to Australia, as witness the sparrow and the rabbit, but the acclimatization of the ostrich would assist largely in increasing the national wealth.

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THE VERY BEST

CLOTH AND KNITTED

CAPS

ASK YOUR JOBBER FOR
GOODS MADE BY

MOHAWK VALLEY
CAP FACTORY

UTICA, N.Y., U.S.A.

Every Department

is now fully assorted with goods in the latest productions of the manufacturers ; in the most salable textures, colorings and patterns ; the largest assortment and the best value we have ever shown.

1st Floor—Linens, Flannels, Blankets, Wrapperettes, Flannelettes, Cantons and Cottons.

2nd Floor—Men's Suitings, Trouserings, Coatings, Overcoatings, Ladies' Costumes and Ready-to-wear Cloths and Tailors' Trimmings.

3rd Floor—Silks, Dress Goods, Underwear, Hosiery, Gloves, Ribbons, Muslins, Laces, Fancy Knitted Goods and Ready-to-wear Goods.

4th Floor—An up-to-date Men's Furnishings Department—Handkerchiefs, Neckwear, Smallwares and Haberdashery.

5th Floor—Carpets, Linoleums, Oil Cloths, Mats, Rugs, Squares, Covers, Coverings, Curtains and Quilts.

Merchants and their Buyers

are cordially invited to visit our warehouses. We are preparing for an extra rush during Toronto's **Annual Great Exhibition,** so that everyone will have an opportunity of seeing through our stocks and have the Specialties brought prominently before them and receive courteous and prompt attention.

John Macdonald & Co.,

Wellington and Front Streets East, TORONTO

A STUDY OF THE MANUFACTURERS' MEETING.



VOL. XII. MONTREAL AND TORONTO, SEPTEMBER, 1902. No. 9

WOOD STREET, LONDON, **3** WOOD STREET, LONDON,
ENGLAND.

Tidswell's

ARE MANUFACTURERS OF HIGH-TONED

Novelties

IN THE FOLLOWING GOODS:

SHIRT-WAISTS,
BLOUSES, SLIPS,
RUFFLES, PELERINES,
REAL LACES,
IMITATION LACES,
REAL LACE COLLARS,
VEILINGS, NETS,
LACE ROBES,
LACE SCARFS,
WINDSOR SCARFS,
LINEN COLLARS,
VEST FRONTS,
BELTS, CRAVATS, Etc.

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CANADIAN COLORED COTTON .... MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

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AGENTS
Only Wholesale Trade supplied. Montreal and Toronto

STILL IN THE LEAD.

Priestley's Dress Goods

ARE ALWAYS STAPLE LINES.

NO MERCHANT SHOULD BE WITHOUT THEM.

They are Good Sellers, Good Stock, and bring THE BEST TRADE.

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Sole Agents for Canada.

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WHOLESALE DRY GOODS. **COMPANY, LIMITED.** MANUFACTURERS, TORONTO.

Fashionable RIBBONS, Applique TRIMMINGS, Ladies' Kid GLOVES, Ladies' Stylish WATERPROOFS, Newest Fall WRAPPERETTES.

DRESS FRIEZES—Black, Greys, full range shades. Retail 50c. to $1.50.

HOMESPUNS AND CHEVIOTS—All-wool, Black, Greys, Blues, etc. Retail 50c. to $2.00.

52-INCH DRESS SERGE—Special. All-wool, Black and Navy, good weight. Retail 50c.

BLACK VELVETEEN—Full range, "Empress" brand, to retail from 25c. up.

COLORED VELVETEENS—Qualities to sell at 35c. and 50c. Full range Dustproof Cheviots now in stock.

LADIES' WATERPROOF COATS—3 Stylish Shapes, including "Victoria," double-breasted, velvet collar with flounce. Qualities to retail at $3.00 to $6.50.

SHOWERPROOF COATS—¾ and full length, Fawn Shades.

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"Special" Bleached Cottons
British Manufacture.
No. 50. Retail 8c. No. 400. Retail 10c.
Write for samples.

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Full range Canadian-made goods. Imported Cloths, our own designs and colorings. Retail 6½ to 25c.

British Cambric
"Queen's" brand.
Fine soft finish.
Retail 10c.

TWO NEW LINES
LADIES' KID GLOVES
Fully Guaranteed.

"ZETTIE"—Retail $1.00.
"GRACIOSO"—Retail $1.25.
2 Domes. Paris Points.

¼-doz. packages—White, Black, Assorted Modes, Tans, Browns, and Greys.

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ASSOCIATION issues policies on all approved plans of Insurance, and is a prosperous and progressive Canadian Company.

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HEAD OFFICE, - TORONTO.



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Duck, Serge Lined.
Duck, Mackinaw Lined.

Rubberized Duck, Serge Lined.
Rubberized Duck, Kersey Lined.
Rubberized Duck, Mackinaw Lined.
Rubberized Cloth, Blanket Lined.

DUCK and ETOFFE REVERSIBLE COATS.
HOMESPUN and COTTONADE REVERSIBLE COATS.

JUMPERS, in Mackinaw, Etoffe, Homespun, etc., etc.

Lumbermen's Plain and Belted Smox, in Etoffe, Homespun, Mackinaw, Twills, Ducks, etc., etc.

Heavy Working Pants to match Smox.

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Assortment of Dry Goods
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WE HAVE THE GOODS THAT SELL

That build up your trade and bring you

Good Profits.

We have many profitable lines in every department

FOR THE SORTING SEASON

Give us a call if you possibly can.

If not, take a careful look at our Travellers' Samples.

YOU WILL BE AMPLY REPAID FOR YOUR TROUBLE.

TRAVELLERS' SAMPLE ROOM
DURING EXHIBITION WEEK WILL BE **50 BAY ST., TORONTO.**

RYLANDS & SONS

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Cotton Spinners

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Makers of the Celebrated Dacca Calicoes and Sheetings

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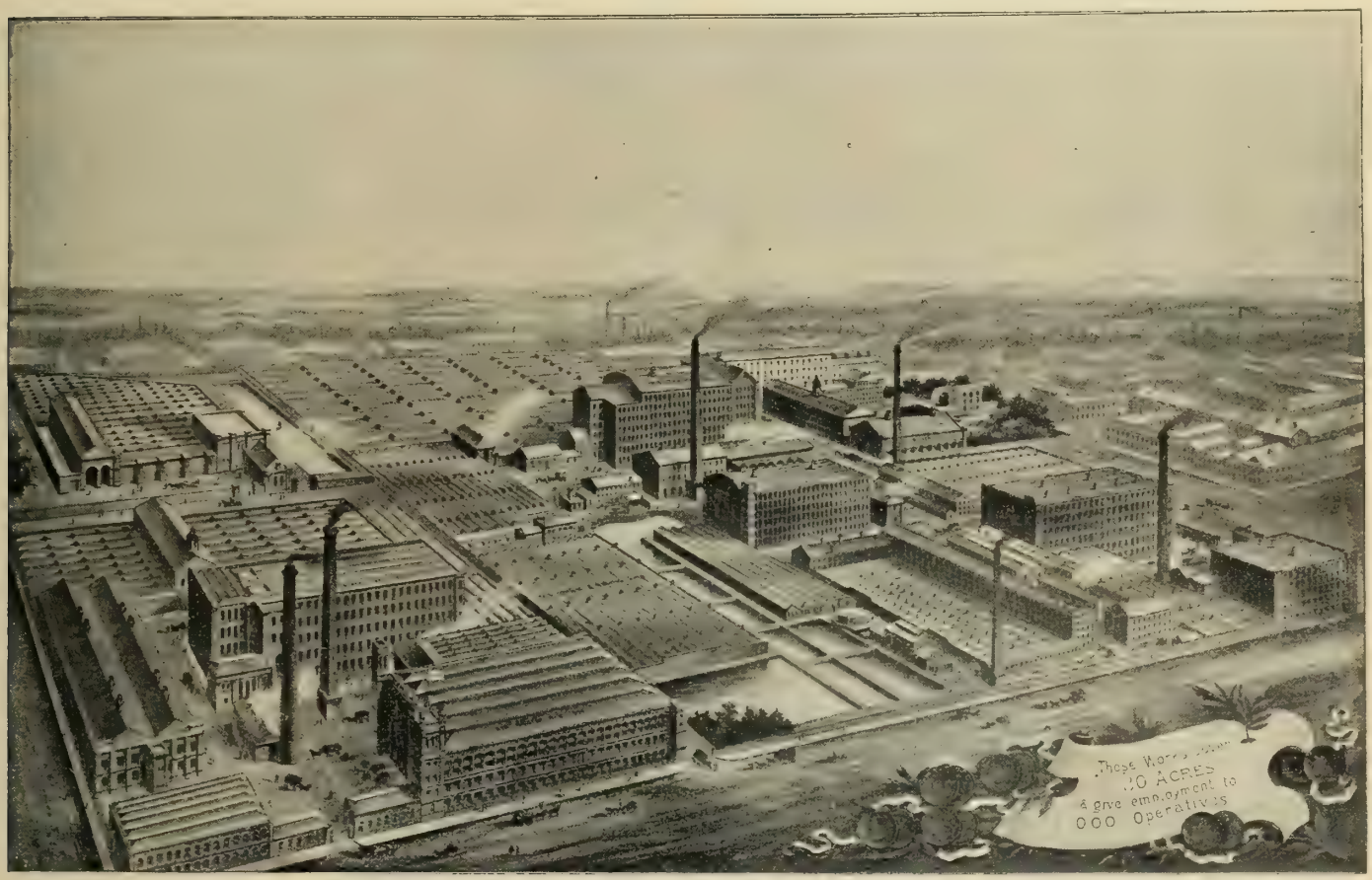
Capital, $14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

Horrockses, Crewdson & Co.

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Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

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GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.



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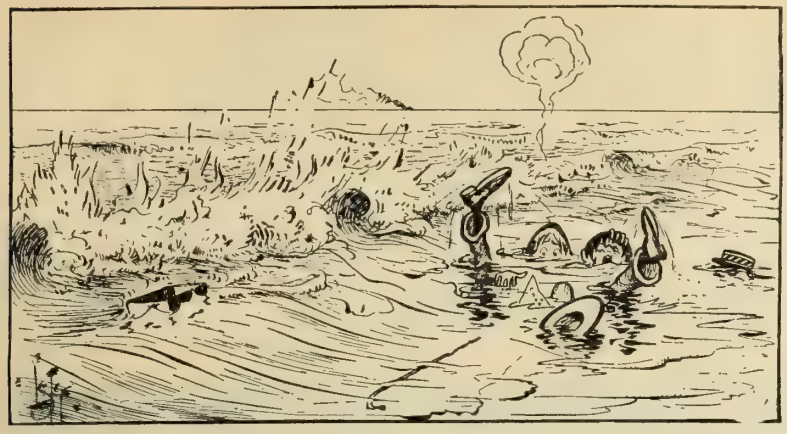


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The production of C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the most up-to-date factories in England.

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Who will be pleased to submit samples upon application.



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Our many friends will be pleased to hear that goods for their orders are now rolling in fast, and we will be shipping at once the hundreds of orders lying in our vaults awaiting the new arrivals.

ROLLING IN NO. 2.

The manner in which **new orders** are rolling in is the best possible proof that our large and varied collection of **Fancy Dry Goods** for the Fall, and of **Laces** and **Embroideries** for **Spring** 1903 are **right,** and that our customers appreciate the fact.

The Lace Warehouse of Canada.

KYLE, CHEESBROUGH & CO., 16 St Helen Street, **MONTREAL, QUE.**

The "DORCAS" Thimble



Made in three parts
The inner & outer STERLING SILVER
And the intermediate STEEL

HORNER'S PATENT
THE MOST
POPULAR THIMBLE
OF THE DAY

May be had from
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DO YOU STOCK THEM?

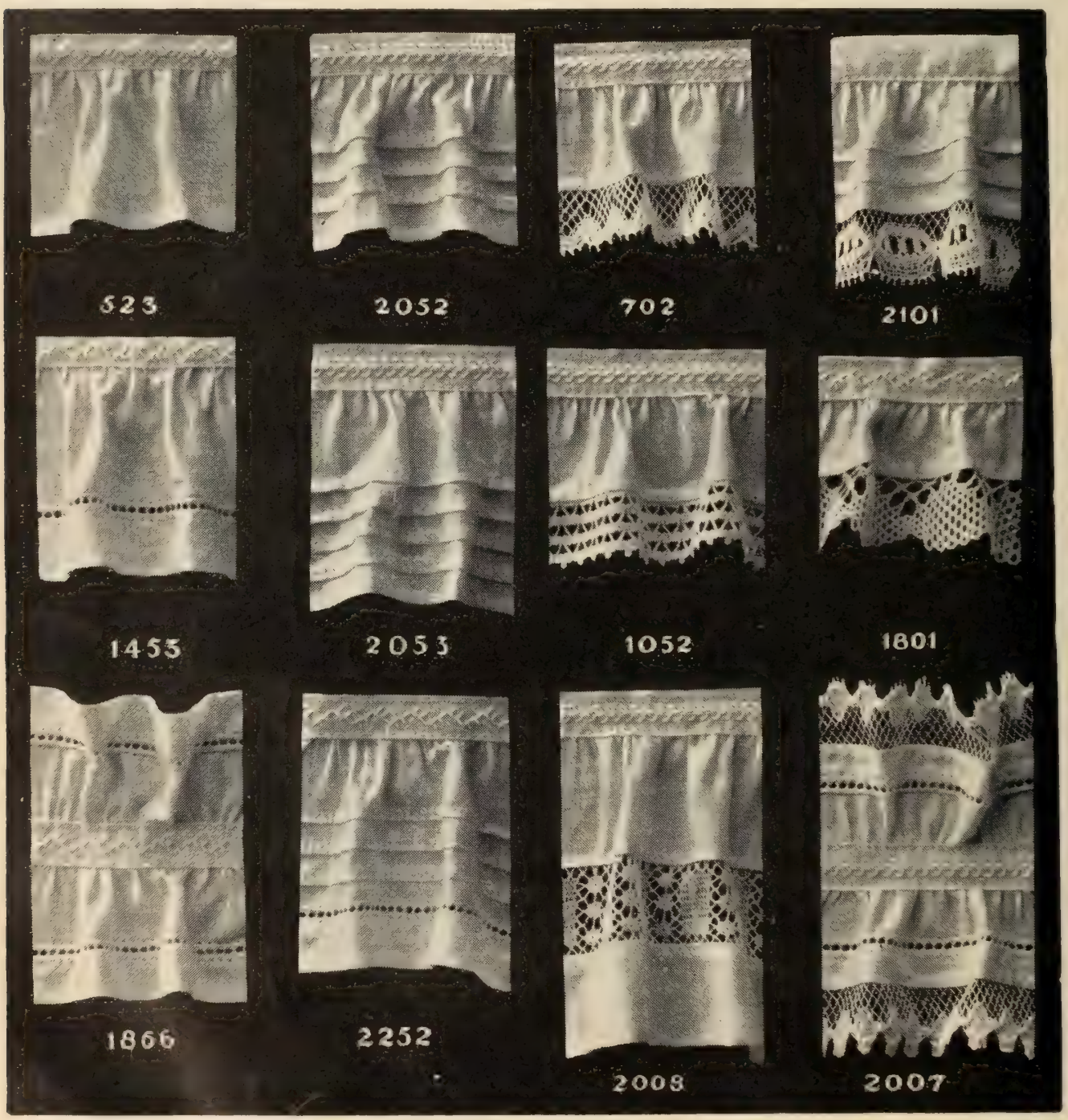
Sole Manufacturer, CHAS. HORNER, 29 Vyse St., BIRMINGHAM, ENG.

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

Frank I. Lyons & Co.

3a Wood St., Cheapside, LONDON, ENGLAND.

NOVELTIES

— IN —

Trimmings, Laces, Chiffons and Gauzes

BRITISH and FOREIGN

DRESS GOODS AND SILKS.

We invite buyers to give us a call on their visits to the London market to inspect the latest ***designs*** and ***specialities.***

Our Canadian Representatives, *THE BRITISH IMPORT CO.,* 1 West Wellington Street, Toronto, carry our samples and will be glad to submit them to the trade.

Natural Japanese Washing Silks



WE MAKE A SPECIALTY OF

NATURAL JAP. WASHING SILKS.

And carry a large stock in the following widths · 20-in., 23-in., 27-in., 32-in., 36-in and 48-in. Any quality and width can be dyed any shade in a week.

All widths and prices in twill Japs. in 50-yard lengths.

SHANTUNGS in different widths. Various qualities of **TUSSORE** by the piece or yard.

DYED JAPS., all shades, in 21-in., 23-in., and 27-in.

PRINTED, FIGURED AND STRIPED JAPS.

All shades in two qualities of **GLACE** and three qualities of Colored **LOUISINE,** and **ORIENTAL SATINS** and Foreign and **ENGLISH MERVES.**

All up-to-date makes of **BLACK AND COLORED SILKS.** Canadian buyers are invited to give us a call while in London and inspect our latest novelties.

T. RICKARD & CO.

DIRECT SILK IMPORTERS.

20 Cheapside, London, England.

OUR SPECIALITY IS ALL DESCRIPTIONS OF JAPANESE SILKS.

The W. R. Brock Company, (Limited)

TORONTO

Flannelettes

No. 90—27-inch	Striped	-	-	to retail at	5cts.
" 140—33 "	"	-	-	"	8
" 150—34 "	"	-	-	"	9
" 178—30 "	Pink, Blue, and Fawn Checks			"	10

Wrapperettes

27-inch Heavy Reversible Salisbury (English),				to retail at	10cts.
30 "	Costume Cloths	-	-	"	10
Flannelle Merinos	-	-	-	"	12½
Antoinette Flannels	-	-	-	"	15
Panne Flannels	-	-	-	"	20

All of the above are **leaders** and confined to ourselves. The last three lines of Wrapperettes are American Manufacture, in the most beautiful designs, an exact imitation of the latest styles of French Flannels.

THE CANADIAN DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, SEPTEMBER, 1902. No. 9.

VIEWS AND INTERVIEWS.

WE are all more or less touched with the Manitoba and Northwest fever these days. It may not be that all of us have it so severely that nothing but immigration will cure us. But nearly every one has an attack in a sufficiently pronounced form to excite our interest in the wonderful crops that are being gathered there. I have never yet had the privilege of seeing the great ocean of grain so peculiar to our Northwest. In imagination I have tried to see it; but I have now even tried to give up trying doing that. "You people down here cannot begin to think what the enormous fields of grain in Manitoba and the Territories are like," said a big, robust Manitoba merchant to me the other day in a sort of pitying air as he looked down upon me from his lofty stature. "To you a hundred acre field of wheat would be a pretty big affair, wouldn't it? Well, hundred acre fields with us are nothing. What is common with us are fields that even when you get on an eminence you cannot see their boundaries. It is a glorious sight I can tell you to cast your eyes over these enormous fields and see the golden grain waving in the breezes. The crops good this year, did you say? Well, I have been in Manitoba 20 years and know every part of it like a book, but never yet have I seen such crops as we have this year. The day I left home I stepped into one of the fields. And there is where the wheat was up to me," he explained as he placed his hand on the six foot mark on his own "six-feet-four" body.

The Northwest Fever.

* * *

MANITOBANS have a high opinion of their Province. So have the people in the older Provinces which compose the Confederation. But it is more gratifying still to realize that people other than Canadians are also beginning to form a high conception of the agricultural possibilities of Manitoba and the Territories, and that the faith in them is sufficiently strong to induce many of them to leave their old homes in the United States, Great Britain and other countries and settle on the Western Prairies, where the beneficence of Nature seems to exceed the capacity of man.

Something to be Proud Of.

Canada's greatest need we are told time and again is population. And there is no class that realizes it more than the business men of the country. There are certain classes in the Dominion who would taboo any other sources than that of the natural birth rate. But we have long ago learned, if the census returns are to be relied upon, that if we are to depend wholly upon this that the habitation of the boundless prairies of the great Northwest must devolve largely upon the prairie dog and the prairie chicken. Those, however, who are not blinded by selfish interests, have long ago realized that if we are to secure the desideratum, men and women must be brought in from countries which have population and to spare. It is true we have not met with much success in this particular. Last year we spent on immigration account nearly half a million dollars for which we got scarcely 50,000 people. Even if we reckon each immigrant at the usual valuation of $1,000 per head we are obviously not getting our immigrants at bargain prices. But the present year will, without doubt, show much more satisfactory results. From the United States alone we shall probably get at least 50,000 people. And what has proved the "drawing card" is the enormous quantities of grain which the Boundless West has brought forth during the last two years. More potent is this as a builder-up of population than would be the expenditure of the whole of the country's revenue.

* * *

THE little contretemps at Sydney, N.S., the other day, in which a business man and a judge were the central figures, imparted for the time being a shadow of unpleasantness to what was in every other respect a pleasant gathering of representative business men of the Maritime Provinces. Judge Meagher was clearly the aggressor. The business men who had gathered on the Court House steps were there as the guests of the municipal authorities, and because he had difficulty in crowding through them when leaving the building he had no license for terming them blackguards. Webster defines a blackguard as one who is scurrilous and abusive. If Judge Meagher's memory had been as good in matters of etiquette as it is to be presumed it is in legal lore, he would, perhaps, not have so far forgotten himself as he did. And to his discourtesy he added vindictiveness when he ordered the arrest of the gentleman who remonstrated with him for his misconduct. Mr. Meagher may not be an unjust judge, but he is certainly an unjust man. At any rate, he was in a moment of weakness.

The Sydney Contretemps.

Our London Fashion Letter.

Autumn Styles - Brown and White-Flecked Frieze Costumes—Use of Silk Strapping Increasing—Fashionable Colors in Woollen Costumes—Autumn Bridal Trousseau—Sack Coats in Black Peau de Soie—Russian Blouse Effects—New Millinery.

WITH the present reading of the barometer standing so low as it does, there is something almost cheerful in turning our attention to the early Autumn modes already heralded from Paris and Vienna. Cosy-looking gowns of warm frieze are amongst them, and very smart, indeed, are the new models under this head.

Brown and white-flecked frieze is used for one costume, made in quite a new way, with a Russian blouse bodice that has a belt, and an added basque formed of triple tabs overlaying each other. The front is closed, save for a slight V effect at the neck, and is ornamented with straps of brown silk applied in military fashion.

* * *

The fashion for silk strapping has increased, rather than abated, and a new reading of this long-favored mode is to apply horizontal lines of silk straps down a short sack coat and the skirt of the costume. These are graduated, so that the lengths are tapered off at the upper part from the front to the back. The silk folds or straps are covered with machine stitching, set so closely that the effect is like ribbed silk.

* * *

As to colors for the woollen costumes to be worn in the Autumn, light brown, fawn and beaver shades will predominate, although black, black and grey, and grey will not be passed over. Blouse bodices or coatees will favor the Russian or pouch style very much, and will, in all cases, have deep basques. Coats will also show this mode, and will have double, and in some cases triple, capes over the shoulders.

* * *

Bright navy blue frieze, serge, zibeline and face cloth is largely favored for touring and early Autumn gowns and coat and skirt costumes

* * *

A West-End tailor made, recently, several cloth gowns for an Autumn bridal trousseau, and these indicated the style likely to prevail in the best class tailor-mades. One well-cut costume was of grey face cloth. The skirt was plain, save for three shaped flounces round the feet, but not across the front breadth. The bolero was also very simple, the only trimming being a deep band of black and gold embroidery, ending in small tassels in front of the neckband. The revers were faced with black and white embroidered muslin, of which also the inner sleeves were made. Another gown was in blue serge, with a plain skirt, trimmed only with two lines of blue glace and braid, which went straight from the waist to the feet, finishing with two tabs of pale blue velvet. The dark blue bolero was also brightened by a pale blue velvet collar, edged with strappings of braid to match the skirt. To go with this, for rough weather, was a blue serge three-quarter coat. This coat had wide sleeves and long revers, with quaint, long mother-of-pearl buttons to hold back the revers at the top—one of those fantastic touches which give distinction to an otherwise plain garment. These revers could be opened or closed to form a double-breasted coat. The large collar was vandyked and the back very full, falling in graceful folds.

* * *

Sack coats in black peau de soie will be very fashionably worn. Some of the most striking in the new models are cut to just reach the hips and are straight all around. They are made with full sleeves, banded above the waist to end in a frill and trimmed with bands of lace galon, laid in short lines down the fronts, where close-curled ostrich feather trimming or fur forms a becoming trimming and also borders the cape collar. Included in this outfit was a very smartly-cut three-quarter sack coat of rough Donegal tweed in dark green for touring purposes. It may here be remarked that there is a



Sketched at Messrs. Corby, Palmer & Stewart's, London, for The Dry Goods Review.

A New Style Costume in Brown and White Frieze, Strapped With Black Satin.

great run on three-quarter coats for travelling and driving wraps in rough Donegal and Galway tweeds, and the colors preferred are dark green or fawn. Triple cape collars mark these garments as new styles. For matrons' wear, coats and mantles of black plush with handsome applications in bold designs of black silk are the leading lines. Cape collars are features of the coats and capes for the new season. Some numbers show large rounded collars to reach the shoulder. Others have narrow triple capes, one above the other. Wide collars are sometimes edged with fur trimmings or are ornamented with large applications of silk. Sleeves are set in plain coat style at the armhole and widen out into an open square-cut coat cuff that is either left plain or has a narrow turn back.

* * *

In addition to the short sack coats with full backs, there are many varieties of the pouch or Russian blouse effect in the new models. An example is one noted at Messrs. Hardy & Greenacre's in Old Change, where a fine show of Autumn mantles, capes and coats was made this week. The coat in question was in black plush, pouched into a waistband of the same, from which a long basque depended. The wide collar was ornamented with large applications of black glace and edged with broad caracul. These applications appeared on the waistband, fronts and back, also on the cuffs, that were further borded with caracul. Black plush or silk coats shown here had very full backs and were either trimmed with fox or skunk. In passing, it should be added that there is again a feeling for Thibet trimming. Quite successful in effect were the capes or coats made of black moire or broche in fine pin tuckings. Three-quarter coats with full backs had sectional pin tuckings so arranged that they formed large V shapes on the back and fronts. The full collars and also the cuffs were faced with caracul.

* * *

Three quarter coats in black peau de soie showed V strappings of black moire. One number in this style had a large, round collar of the moire with slanting lines of pin tucking, this and the cuffs being edged with skunk. A short sack of black plush had a wide and transparent shoulder cape of Irish crochet, edged with black fox. Above this was a modified storm collar of plush, slashed through at the back and also edged with fox, which shares with skunk the leading place for popular sale. A singularly handsome coat of picked chinchilla skins was made in a short sack shape, with very full back and sleeves. The skins were so sewn that the dark lines described distinct V lines on the back, fronts and sleeves, and the broad, round collar ending in revers. The only relief was offered by the large, cut-steel buttons which finished it.

* * *

NEW MILLINERY.

The new models from Paris in trimmed millinery show no very great change as to form. Indeed, the Tricorne and Louis XV. shapes, so long familiar, are the principal ones used. It is in the materials and methods of trimming that the novelty lies, and this is very manifest.

Large frieze capelines are very much in evidence, and these are wrought by the deft fingers of the skilful milliner into picturesque, quaint or severe forms as required.

When wings are used they are placed far back in the trimming, so that the points come well over the hair.

* * *

A stylish model in black chenille is an Amazon shape, very deeply turned up at the back, where the brim is slashed through. In the slit thus made is a knot of light green velvet that ends a rouleau taken around the low crown.

* * *

Turban hats will be very fashionable in chenille or fancy jet, and chenille and plain, or rough felts.

The new toques are large and fit well down over the forehead. Many are deeply upturned at the back.

In other styles, lace and velvet lappets depend from the back, but in not nearly so exaggerated a form as was seen in the early part of the Summer season.

* * *

In millinery, as in costumes, brown, fawn and beaver prevail as the favorite colors, but bright navy or marine blue and parrot green will be included. For relief, pale blue will be used. This is not, however, to be confounded with turquoise, which is no longer the mode.

* * *

Emerald green is the leader in smart millinery styles, and very large quantities of panne and miroir velvet in this shade and very pale blue are being used. A. MEEHAN.

THE H. B. K. PICNIC.

THE Hudson Bay Knitting Company's picnic from Montreal to Iberville on Coronation Day was the biggest kind of a success. The committee in charge had expected a good turn-out, and arranged for a special train, but when the time for starting came they were simply overwhelmed with the number of people who came—the company's employes and their friends. However, the C.P.R. rose promptly to the occasion, and supplied ample car accommodation, nine cars in all. Everybody is warm in praise of the manner in which the C.P.R. handled the crowd, not a little of the pleasure of the day having been contributed by the obliging officials of the company.

On arriving at the park a programme of athletic events was given, consisting of 32 events. The piece de resistance on the programme was a baseball match between the H.B.K. nine and a team from the Salem Shirt Company's factory. The game started off with fast work, and never let up till the last man was out in the last innings. But the H.B.K. battery was too much for the shirtmakers, who succumbed by a score of 11 to 7. The score shows that both teams had considerable sprinting ability, and knew how to use it. Each player received a handsome gold pin.

Among the winners of prizes, which, by the way, were donated by the company, and amounted to $150 in value, was Master Gordon Westgate, son of Mr. J. J. Westgate, president of the H.B.K. Co., who captured the boys' under six years, running race. A very amusing event of the day was the women's race, in which there were 23 contestants. The long skirts of some of the girls proved their undoing, and caused no small apprehension on the part of the president for their safety, as one after another tripped, twisted and came croppers on the dusty course. However, beyond a fine display of variegated hosiery, there were no casualties. The report does not say who won the prize, but we are credibly informed that none of the girls are sorry they ran.

Lunches were provided in neat boxes by the company, and each box contained tickets for coffee and ice-cream, in addition to the good things in the boxes.

On the whole, the occasion was a most enjoyable one for all concerned, and will be remembered for many a day. Such affairs tend to establish desirable relations between employers and employes, thus smoothing over labor difficulties which are now too common in the industrial world.

COTTON BAGS SUPPLIED.

Warned in time, The W. R. Brock Co., Limited, have made ample preparations to supply a sufficient number of cotton bags to meet the unprecedented demands of the harvest of 1902. Merchants desiring to lay in a stock of bags will find in the staple department of The Brock Company all grades at all prices, from the cheapest to the best qualities.

THE BEST OR THE CHEAPEST?

A MONTREAL manufacturer, speaking to a representative of this paper of his experiences "on the road" for another firm, before he went into business for himself, said that what struck him most forcibly was the unwillingness on the part of many merchants in the smaller places to make purchases of the best goods instead of the cheapest.

"At one time," he said, "I represented a hat and fur house of this city in the Maritime Provinces. I remember one of my customers in particular, living in a small town in Nova Scotia, who would only buy from me the commonest kinds of hats—wouldn't go in for anything expensive at all. He said he couldn't possibly sell them. I used to show him all my samples together at first; but afterwards I adopted the plan of showing him nothing but my best stuff, $3.50, $4 and $5 hats. I pointed out their excellence and beauty, made a great thing out of them and managed to sell him a few, before he had seen the cheap ones at all.

"He was in the habit of spending a certain amount of money with me every time I called and wouldn't go over it. He'd say: 'Oh, Billy Smith will be coming around pretty soon. He's a good fellow, and I've got to save something for him.' Well, this time he spent all the money he intended to on my fine hats. He had fewer hats, but a better class than he ever handled before. After that I never showed that man anything but my very best hats, and he always bought after the first trial. Said he was surprised how easily he sold the first ones. Then I let Billy Smith sell him wharever cheap stuff he needed.

"But that merchant wouldn't believe at first that there could possibly be a demand in his trade for anything better than $1, or, at the outside, a $2 hat. I can easily understand it. He never showed anything but a cheap hat, and customers seeing them in the store, or in the window, who were accustomed to wear something better wouldn't buy. Perhaps they sent out of town for what they wanted. They were likely just as much surprised to see a really good hat in the store as he was to sell it. Now that's the trouble with a good many merchants I know in all parts of this country—and I daresay in every other country too. They are afraid to go in for the finest goods, and are losing trade by it every day."

One of the travellers in the employment of the speaker was standing by. He came from a town in Western Ontario, where he had conducted a men's furnishing business before taking his present position. He also had had some experiences of the kind.

"The man I sold out to," he said, "is as up-to-date as most men in the business, but he has that same fault of being afraid to take hold of the highest class and costliest goods. I've often tried to get him to buy some expensive goods, and I'll have him yet I believe. Once I went into the store and tried to sell him some shirts, costing considerably more than the lines he carried. I know everybody in that town—it's my home—had done business there for five years, and told him just who would buy those shirts. I made up a list of the names of men who, I knew from experience, would be glad to get such shirts at the price, and it was a pretty long list too for a small town. But he wouldn't buy them. Perhaps, he's like Andy Carnegie, afraid he'll die rich; but when you run up against a man like that you cease to wonder that a good deal of the best trade leaves the small towns for the cities."

Hats and shirts are not the only articles of which such merchants are prone to buy the cheapest. During the past month or so great opportunities have existed for selling a variety of the best laces, not only for trimming dresses, waists, etc., but as collars, cuffs, berthas, etc. Much of this trade has gone from country places to the large city stores, simply because the merchants in the former places refused to give their customers the choice of anything but the medium grades, or lower. And in many cases, buyers from small towns coming to the city pay a higher price for the same articles than the home dealer would ask for them.

All wholesalers agree that the majority of our merchants throughout the country are gradually increasing their purchases in the finer goods, evidence of the fact that they are educating their customers to the use of the best in preference to the cheapest. But there are many others who are not following along with them, and it is to this latter class that the foregoing applies.

MERCHANTS AND THE TARIFF.

For some time past prosecutions have been pending against a number of drapery houses (both wholesale and retail) in various capitals under the Australian Commonwealth. The principals of some of these firms are known to be men of the highest integrity, who would on no account be concerned in any attempt either at misrepresentation or fraudulent practice, yet speculation has been rife as to what the result or decision of a court might be.

A case which has been prominently brought to public notice is that in which Messrs. Chapman & Co., of Brisbane, Queensland, are interested. Mr. Chapman, senior, is well known not only in Australia, but on this side of the world, as a man of the highest honor and integrity, and his firm are to be congratulated on the result of the case which was given in their favor, with costs against the Government.

The manner in which the Department of Customs is being administered since the introduction of the Federal tariff is creating intense indignation and serious loss to the trading community generally, and it is to be deplored that any firm should be forced into an ignominious position in consequence of an error on the part of their shipping clerk, which, as the evidence in this case showed, was very pardonable, seeing that the tariff has been hacked about to such an extent that it is impossible to obtain a clear and definite interpretation even from the local Customs officials. In the face of all this it is perhaps not surprising that there was a very perceptible murmur of applause when the decision of the court was announced.

BROCK'S SPECIAL EXHIBITION.

During the present Exhibition period buyers are finding much to interest them in the staple department of The W. R. Brock Co., Limited, Toronto. The firm made arrangements some time before the opening of the Exhibition to have quite a number of lines of special staple goods on view, and these goods are well worth inspection, seeing that they are principally confined to The Brock Company alone.

Brock's all-wool white blankets in two sizes have met with a ready sale so far, and it is expected that customers will fully appreciate the values shown in these goods.

THREE VALUABLE LINES.

In the staple department at W. R. Brock's Toronto warehouse two special lines of low-priced grey cottons are being shown. These are of remarkable value. Notwithstanding the advance in grey cottons, the Brock Company believe these goods to be of as fine value as any they have shown for a long time.

One thousand pairs of job flannelette blankets are another of the interesting exhibits to be seen in Brock's staple department. These are 10/4 Windsor and Balmoral blankets and 11/4 silver fox and Northwest blankets. The quotations on these are considerably below the regular price.

A line of printed moleskins at prices ranging about 15 per cent. below the current quotations are worth inspection on the part of buyers at W. R. Brock's warehouses.

We have a splendid stock of

DRESS GOODS

FOR THE SORTING AND FALL TRADE.

Snow Flake or White Knob Zibelines,
Black Knob Zibelines, Basket Zibelines,
Fancy Zibelines, Serges, Coatings, Cheviots,
Harris and Faced Goods,
Fine Faced Mixture and Self-Colored Zibelines,
Mixed and Seif-Colored Coverts,
Mixed and Self-Colored Venetians.

The Finest Makes of Box and Broad Cloth Suitings that are shown by any house in Canada.

Domestic-made Homespuns, Skirtings, and Costume Friezes.
Chalk Line, Basketweave Venetians and Fine Broadcloth Suitings.

Then for Evening Wear and Special Occasions

Silk Grenadines, Fine Silk Warp Tringalines, Voiles, Crepe et Soie and Mousseline de Soie.

OVER 60 SHADES OF SILK VELVETS TO SELECT FROM.

Fancy Blousing Velvets,
Wide Wale Corduroy Costume Velvets.

Our Standard No. 350 Twill Back Fast Pile Velveteens are now in stock in all shades.

BROPHY, CAINS & CO.

Montreal.

FIRE INSURANCE AGAIN.

Some Points of Vital Interest to Business Men.

IN a recent number of THE DRY GOODS REVIEW we had the privilege of publishing an exhaustive letter on the insurance question, drawn up by the dry goods section of the Toronto Board of Trade, which proved to be very timely and of much interest to the merchants all over the country.

Owing to various inquiries since received concerning minor details, it has been deemed advisable to devote more space to the discussion of this question, and to offer some suggestions, which, if acted upon, will tend to remove many of the grievances still experienced.

CONDITIONS OF POLICIES.

In the letter referred to above, merchants were warned to examine their policies very closely and make themselves perfectly familiar with all the conditions imposed therein. This has usually been the rock upon which many a sanguine merchant has foundered. Through the presence in his policy of some apparently trivial condition, he has forfeited his right to receive any restitution for his loss. But all this has been discussed fully before, and it is rather the intention of this article to detail what is to be done in case of fire, than to make any useless repitition of what has been better explained before.

THE REMOVAL OF GOODS.

When a fire is in progress in a merchant's premises or near his premises, he is not called upon to move or protect his goods, though he is not forbidden so to do by law, nor do the insurance companies object to his doing so. Whether or not he shall make such efforts remains for himself to decide. It is, of course, perfectly obvious that if his goods were only partially covered by insurance, that a merchant would feel more inclined to try to save them than if they were fully covered. This is a delicate question, and it will be wiser to leave it severely alone than to attempt to unravel its intricacies. In regard to goods stolen during the progress of the fire or at any subsequent time, the companies cannot be held responsible, unless the policies expressly stipulate that they shall be. This is perfectly reasonable, as no insurance company is expected to do police duty.

FILING CLAIMS FOR LOSSES.

Immediately at the conclusion of a fire, the insured must formulate a written notice of the disaster in a form something like the following: "Take notice that at a fire on or about June 1 goods insured under your policy were badly injured (or totally destroyed) by fire." This notice is forwarded in a registered letter to the head office of each company interested. The insured must then put any goods that have survived the the fire in a place of safety, as he is bound to protect the insurance company as well as himself. If he is wise he will sort up his goods, take an inventory of them and file a proof of his loss before a magistrate, receiving a certificate from him. Or he can send for an appraiser, who will assist him in making the inventory and direct him as to the necessary steps. Should he send for an appraiser, on no account should he sign a bond with the company's representative until the appraiser is consulted, unless he knows exactly what he is doing. In many cases an appraiser has arrived only to find that his client has entered into a bond by which he loses what he might otherwise have saved.

APPRAISERS.

It is the usual custom for both the company and the insured to appoint appraisers and the two so appointed select an umpire. The three form a board of investigation who settle the loss. Usually there is no appeal from their decision to the the law courts. A personage who is oftentimes confused with the appraiser is the adjuster, who is the man who settles how much each of the companies concerned must contribute to cover the adjudged loss.

It has been suggested that to gain uniformity and secure capable men to settle the losses, the boards of trade throughout the country should unite on a board of appraisers, who would be in a way official appraisers for merchants suffering loss by fire. This suggestion has many good points, but the consensus of opinion is against any such course being adopted. In the first place, it would be an open act of hostility to the insurance companies, who are, on the whole, very reasonable and well-meaning, and would stir them up to retaliation. In the second place, the board of trade could not secure the best men for appraisers, because the most able appraisers to-day would not enter such an arrangement, nor could they secure men of wide enough experience to undertake the work. Far better let the fire-sufferers make use of the present system and pay highest for the best appraisers.

FAIR BONDS.

There are a few matters that the board of trade might very well attend to, however. For instance, the board of trade might settle what is a fair bond to sign. A uniformity of bonds would remove many of the obstacles which at present confront the insurance problem. As it is, many a bond contains clauses most unjust to the insured. Then the board of trade or other business organization could very profitably agitate for an improvement in the insurance policies themselves. Policies should be made to contain statutory conditions only, and should not be crowded up with a vast amount of conditionary matter. This only renders the policy less easy of comprehension, and serves as a mask to any attempts at unjustness.

Moreover, the board of trade might well endeavor to have a uniformity of the insurance law for all the Provinces of the Dominion. At present there exist minor differences, which occasionally give rise to unnecessary confusion. With a uniform system throughout the country it would be much easier to keep track of changes and avoid confusion.

Last, but not least, there should be some interest always at hand in the Dominion Parliament and the Provincial Legislatures to keep an eye on the movements of the insurance companies. Changes are frequently being made and there is nobody who actually represents business interests in the same way that the companies are represented. They have their agents to put through their legislation, and any opposition that comes is not an organized or an official opposition. This, of course, does not mean that every change advocated by the companies is hostile to the interests of insurers, nor is this article intended as an attack on the insurance companies. There are upright companies, there are perfect policies, and there are perfect bonds, but that is not saying that all are perfect. What is desired is that there should be a greater uniformity and perfection in all departments of insurance, so that there may remain no opening through which an unprincipled company may take advantages.

A WHOLESALE FIRM ASSIGNS.

In the case of Bedard & Chouinard, wholesale dry goods merchants, Quebec, which firm assigned after the disappearance of Mr. Bedard, the assets are $23,000, with liabilities of $42,000.

Among the principal creditors, according to the statement filed on Tuesday, August 19, are: The Standard Shirt Co., Montreal, $3,830; J. P. Black & Co., Montreal, $3,003; Merchants Cotton Co., Montreal, $2,343; Montreal Cotton Co., Montreal, $2,188; G. H. Harrower & Co., Montreal, $1,455; S. Hird, Montreal, $896; Colonial Bleaching & Printing Co., Montreal, $842; Montreal Suspender and Umbrella Co., $553; Rosamond Woollen Co., Almonte, $1,072; Anchor Knitting Co., Almonte, $677; Universal Knitting Co., Toronto, $363; Jos. Simpson & Son, Toronto, $390; Ernest Chouinard, Quebec, $167; Wm. Doyle, Quebec, $148. Indirect creditors, customers' notes discounted, are: The Quebec Bank, Quebec, $13,465, and Banque Nationale, Quebec, $8,717.

GOOD LINE OF WRAPPERETTES.

In staples and linens, John Macdonald & Co. are carrying ranges well assorted for Fall trade. They have a particularly good line of wrapperettes. Two very good numbers of bordered ginghams are proving very successful. Repeat shipments are to hand. They have on hand a good range of table linens, bleached and unbleached.

BACK FROM EUROPE.

R. C. Campbell, of Campbell Bros., dry goods merchants, Woodstock, Ont., has returned from a purchasing trip to Europe. He visited England, Ireland, Scotland, Germany and France. He found trade reviving in Germany and booming in Scotland and Ireland. In England the weather has been very backward, the same as here, and practically no light goods have been sold. In the Lancashire district, the operatives are only working half time. This is because the present cotton crop is immense and the great quantities of cotton coming in next month will make the prices drop.

SPECIAL BRANDS OF WHITE WOOL BLANKETS.

The Wyld-Darling Co., Limited, Toronto, report in their staple department large sales for special brands of white wool blankets. They carry all sizes in North Pole, Arctic and fine wools. In grey blankets they have all weights in B.B., South Pole and heavy wool. In their grey and navy flannels they have all widths now in stock. In this line they report larger sales than for some seasons back.

In wrapperettes they made preparations for Exhibition and opening trade with repeats of all imported lines, which can be retailed at from 8 to 25c. These lines are confined to themselves. In Canadian lines they carry all makes to retail from 6 to 15c. and think it will pay all retailers to see these before making purchases.

LADIES' SUITINGS.

In ladies' suitings, John Macdonald & Co. are showing a large variety, comprising newest effects in black and whites and in mixture of browns and homespuns, greys, blacks, broadcloths, and venetians, and in all the newest shades. They also show a large range in German and English mantle beavers, comprising all the newest shades in fawns, browns, blacks, blues, greens, tans. Also for ladies' suitings they are carrying a large range of black and blue worsteds and serges, suitable for skirts and costumes.

Knox, Morgan & Co.

Wholesale Dry Goods, HAMILTON, ONT.

Liberal Purchasing Warranted

Conditions warrant retail merchants placing their assorting orders early.

Prices are advancing and many lines will be difficult to procure in time from the Mills.

Crops and manufacturing conditions are good.

We are fortunately well stocked and expect our contracts will be filled in time by the Manufacturers.

Our Hosiery, Smallware, and Ladies' Underwear Departments are very complete.

Early repeats for Men's Underwear will be filled at old prices.

We are in a position to fill all orders for Dress Linings, Black and Colored Sateens, Canvas, etc., and for most of the lines which are likely to be advanced.

Special Purchase—Boys' Fleeced Shirts and Drawers, 20 to 32-in. Ask for samples.

Letter Orders carefully and promptly attended to.

Dress Goods Trade.

IN MANY ways business in the dress goods departments of the wholesale houses is quiet. A number of the travellers are off, and will be for a week yet, and orders now being received are mainly for staples that the trade must have. There is apparently a good deal of uncertainty in regard to what will take for Fall and Winter, and colors and materials which a month or so ago were looked upon hopefully by jobbers have not become as prominent as was expected of them. One of the managers of a big dress goods department in a leading wholesale house calls it a "freak season."

"We have never been so discouraged before," he said. "The sorting trade in Summer goods was wretched—simply wretched. We expect Fall to be a good season, but we are very much puzzled as to what will go best. Retailers show a great deal of hesitation in buying the newest things. One of the travellers came in to me this morning and said, 'There's no use; I can't sell the goods. I'll throw up my job if you think that I'm letting business go by, but it's impossible to get the trade to get down to buying.'"

* * *

This is taking rather a gloomy view of things, and the majority of jobbers do not look upon it in that light. They report a good demand for heavy goods, friezes, cheviots, homespuns, etc. While it is not probable that such materials will find the favor during the coming Fall and Winter seasons that they met with during the past two or three years, yet there is apparently to be a good demand for them. The cold, wet Summer has doubtless brought these heavy cloths into more kindly notice; many heavy skirts have been taken which under ordinary circumstances would not have been worn. And this popularity is not likely to leave such cloths as long as the cold weather is with us.

* * *

Camel's hair effects continue to grow in popularity, and present indications are that these cloths will be even more in demand than was at first thought likely. Reports from Paris state that camel's hair effects are well thought of, and in New York the trade is also paying them considerable attention. Zibelines also are good, in both rough and smooth finishes. In this line a favorite style is a solid ground with white hairs on the surface. This is frequently seen in all cloths of similar effect.

* * *

As to the Scotch plaids, which were pronounced good for Fall and Winter, one house report an excellent business in them; but the majority of Canadian jobbers have not given them as much attention as some other novelties. It is some time since these Scotch effects were popular as dress materials, and their introduction this year is likely to be followed by either great success or flat failure. No middle course is as likely. Those who have done any amount of business in them report the demand best for the more subdued tones, green, blue, black and combinations of these, relieved by a touch of some brighter color. White and black combinations in walking suits have been successful with the American trade, which shows a good deal of interest in these materials. But their purchases of the goods are reported to be not equal to their interest by a good deal.

* * *

Velvets have not disappointed jobbers. It is apparent that both velvets and velveteens will be prominent factors in the dress goods trade of Fall and Winter. Fancy velvets for waists have come to the front of late. As yet their position in the Canadian trade is not a strong one, but they are well spoken of by American buyers, and the trade here will doubtless be affected to some extent by that fact. The metallic printed velvets have held their own. Blacks and dark blues are the best colors. A few shades of red, and light blues have been shown, but they do not sell as well. Nor have they the nice appearance of the dark grounds. Bedford cords are well thought of. A variety of shades have been going fairly well in these, including browns and drabs.

* * *

A feature in the silks is the strong price of taffetas. There has been no change in the price locally. A New York report, however, states that they are 10 per cent. dearer, which, at least, will render prices here very firm. Taffetas are in great demand, manufacturers of waists being especially good buyers. Moires and moire antiques, as we have all along said, are doing well. One house report greater sales for their line of these silks than they ever before experienced.

* * *

A certain dress goods authority expresses himself as rather bewildered as regards what color to "go strong on." He has had great faith in browns in a variety of shades for some time, as, indeed, have most of those buyers who visited the European market, and, along with other buyers, he made fairly heavy purchases in that color. Now he fears that blue will be the rage, and eclipse the brown shades. Blue is certain to be a leading color during the coming season, to judge by the buying. But other jobbers speak well of brown, and it is likely that the demand for that color, in any case, would be delayed until the last moment. The trade has never taken too kindly to brown. Old rose has scarcely come up to expectations, except in one or two materials.

* * *

Wyld-Darling Co.'s Specialties.

The Wyld-Darling Company, Limited, Toronto, are showing a vast range of French dustproof cheviots, amazon and venetian cloths, poplins and zibelines, all in a great variety of new and up-to-date shades. They show a special velour cashmere, fine count cashmere, 42 in. wide, to retail at 50c. They have also a splendid range of magnificent values in black broad and venetian cloths, to retail at 50c. up.

"Noppe-de-ette," knicker effect or basket weave are proving very popular.

They are carrying a heavy stock of blousings in printed flannels, satin striped Bedford cords, Dresden stripes, all of which can be retailed over the counter at 50c. with a good profit. This is a very down-to-date line, very similar to best selling lines of blousings in New York. They also show printed velvet for blouses which can be retailed from 40c. up. They have in stock their well-known lines of black satins in full range of prices to be retailed from 37½c. to $3 per yd. They are carrying as well their peau de soie silk with "Imperial brand, guaranteed to wear" stamped on the selvage. This is sure to be retailed with good results. They have in stock a large range of black and colored taffetas and tamolines in their usual large range of shades.

* * *

A Feature of the Dress Goods Trade.

In the dress good department of The W. R. Brock Company, Limited, Toronto, it was remarked to the DRY GOODS REVIEW that business has been holding principally about a few lines, with the result that the bulk of the trade has been done in eight or ten styles of goods. These have been principally plain silk colors, and black and blue cheviots, in both plain and novelty weaves. The open basket patterns in this stock have proved themselves very popular. There has also been a heavy business in zibelines, of which the firm handle all

LISTER & CO., Limited

Manningham Mills, BRADFORD.

Silk Velvets IMPROVED Finish. Black and Colors.
For Millinery and Dress Purposes.

Panne and Mirror Velvets,
Coronation Velvets,
Silk Dress Plush.

As the demand for Silk Velvets is expected to be large,

EARLY ORDERS ARE URGENT.

An Opportunity *to Convert Dead Stock into Live Money*



Goods that have become unsalable, because they are soiled, off color, or out of style, can be converted into practically new goods by being properly dyed. Don't sell them below cost until you have tried this method.

For over a quarter of a century we have been cleaning and dyeing

—Dress Goods, Tweeds, Ribbons, Braids,
—Hosiery, Feathers and Plumes
—and various other articles for the trade.

Write for information.

R. PARKER & CO.,

Dyers and Finishers,

Head Office and Works: 787-791 Yonge Street, TORONTO, ONT.

MONTREAL BRANCH: 1958 Notre Dame Street.

qualities from the 19c. goods to the $1.50 goods. The bulk of the business has been done on the lower grades.

Plain venetians, box cloths, colored satin cloths, all plain, bright-finished goods are shown in great variety by The Brock Company. In lighter textures, open canvas, both in black and colors, is also shown.

In blouse stuffs, embroidered cashmeres and printed satin cloths are the most popular, though a good many printed flannels are still sold. Plain flannels have a very fair sale.

Black silks are very strong, while black peau de soies and taffetas are great sellers. Indeed, business in black silks this season has been phenomenal.

In colors, soft textures, such as soft liberty satins and louisines, etc., have been popular. Colored taffetas are still holding fair and the velveteen business is brisk.

* * *

A Fine Assortment.

A whole new range of tucked, embroidered and openwork lisse inserted silks for blouses is in stock with Brophy, Cains & Co., in white, black and creams. Also plain and tucked goods, with Prussian stripes.

* * *

New Goods.

Amongst the new goods received by Brophy, Cains & Co. are corded velvets, in all colors, and a handsome range of printed velveteens, to retail at 50c. to $1.25. A big stock of embroidered cashmeres and flannels, in a variety of designs, is now shown.

* * *

New Walking Skirt.

A handsome line of freize walking skirts, in black and grey, pleated and trimmed with strappings, and cut from the very latest patterns are shown by Brophy, Cains & Co.

* * *

Montreal Fashions.

S. Greenshields, Son & Co., Montreal, report good sales for their new line of tartans for Fall dress goods trade. The range in colors includes all those of the Scottish clans, ranging from the brightest to handsome effects in green, black and white, etc. In finnettelaines they have surpassed themselves, the assortment being more varied than ever before. The trade has apparently appreciated this, and have ordered heavily. In heavier cloths, like friezes, homespuns, etc., the stock is also large. These will be much worn, to judge by the sales reported in this department. Velveteens, velvets, Bedford cords, etc., are among their quick-moving lines, and in metallic velvets they are experiencing a splendid demand.

* * *

A Variety of Dress Goods.

In dress goods plain goods are the correct thing. In pearly finish, venetians, amazons, box cloths and zibelines are fashionable. John Macdonald & Co. are finding navy and black serges strong; also satin cloths and colored and black poplins. For evening dress silk sublime is used extensively in light shades.

They have an extra fine lot of French flannels for waist purposes, tea gowns, in spots, stripes, checks, oriental effects and plain. They have a fine big stock in colored and black henriettas.

In their ready-made goods, sales are increasing rapidly in blouses, wrappers, underskirts, overskirts, dressing coats and children's dresses. They are doing an exceedingly large business in their ready-made department. A strong feature of their trade is their imported and domestic hosiery, underclothing and gloves. They have a full assortment of black and colored velveteens of their special brand.

Ribbons are proving strong; also black and colored silks and satins of all descriptions. John Macdonald & Co. are now carrying Bonnet's silks; also all descriptions of knitted wool goods.

SOMETHING NEW IN HANDKERCHIEFS.

S. Greenshields, Son & Co. are now showing the greatest values in plain and hemstitched handkerchiefs they have ever offered. Swiss embroidered handkerchiefs are also shown, at what is claimed to be the best values on the market. Some specials are their lines to retail at 5, 10, 15, 20 and 25c.

OUT OF SIGHT.

One of the improvements that marks the stores of the present day is the effort to put out of sight as much as possible all departments which are not strictly connected with the sale of merchandise. Counting-rooms and bookkeepers' offices are placed on an upper floor, or it may be on a balcony. The customer finds no attraction in seeing a number of three-dollar-a-week girls dressed in their working clothes passing their spare time in "chinning." So the bundle department has been removed out of sight. And this not only because such a department is not attractive, but the space it formerly occupied is of great value in the display and sale of merchandise.

A good many merchants fail to see the importance of such changes. They dislike to alter the arrangement of their store, and so the old methods are continued.

This is a great mistake. The character of an establishment is gauged by just such conditions as these. The selling departments are the stage on which the play is enacted. The bookkeeping, bundle-wrapping, delivery and matters of that kind should be done behind the scenes. They are just as much out of place when visible as would be a lot of scene-shifters (technically known as "grips"), gas men and prompters mingling with the actors and actresses on the stage.—Dry Goods Economist.

WOULD SAVE MUCH TIME.

Wholesale houses could save quite a good deal of trouble and time to their retail customers if when acknowledging the receipt of an order they would state the class of goods which the purchase calls for. In the case of stores having a number of departments it becomes necessary for the man who opens the mail, on receipt of such acknowledgements, to go around the store from one department to another in order to ascertain to which particular one it belongs.

The trouble which would be caused the wholesale house in giving the information would be infinitesimal in comparison with the loss of time which the lack of such a statement causes the retailer or his employe.

This may be thought a small matter, yet it is just these little things which cause so much annoyance—as suggested in the story of the man who remarked that "he had never been bothered by an elephant, but when it came to fleas the contrary was the case."—Dry Goods Economist.

Mr. A. K. Dunke, of Berlin, will cover the west for The Star Whitewear Manufacturing Co., of Berlin, Ont.

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest and Silk Vest Wool	
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering			Mending

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.

Artistic Designs Furnished.

WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
274 & 276 CHURCH ST., NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

Laces and Trimmings.

WISE, indeed, was the jobber who gave particular attention to his trimmings department for Fall and Winter. His judgment and enterprise are being well rewarded. The movement in almost all kinds of trimmings is of the best, laces, ribbons, braids, beads and many other forms of dress adornment being in demand for cold weather costumes, as well as for garments for present wear. High and low grades will alike receive their share of trimmings, and garments for morning, afternoon and evening wear, for indoors and outdoors, will not be entirely satisfactory to their wearers unless set off by some trimming or other.

One of the most satisfactory features of the present season's business in lace trimmings has been the unusually large sales of the most artistic and expensive goods. A few of the Canadian buyers during their search through the European markets for Fall goods made good purchases of a more costly class of lace trimmings and garments than they had ever before handled, having confidence that the more progressive of their customers would take them, after an inspection of their workmanship and quality. In this they were not disappointed. Goods which heretofore were to a certain extent confined to the city stores were picked up by many country dealers, who had formerly limited their purchases to the commoner, medium-priced laces. It is not only the generally prosperous condition of the country which influenced such merchants in selecting these finer grades; but the wide-awake members of the Canadian dry goods trade are recognizing the fact that, as we grow richer and more populous, the better class of goods are increasing in demand, the cheap stuffs being left behind with the cheap store and the cheap customer. It is the successful merchant who keeps moving up with his customers—always a little ahead of them—and who is prepared to supply the articles as the public taste, which he has helped to cultivate, grows for them.

Laces occupy an important position in all trimmings departments this year. The handsome Arabian point laces, although of the most expensive class, have been well received, the Paris, or linen shade, being especially well liked. But there is no great demand for one style of lace to the exclusion of others. All are going well, and the lower-priced laces are in good demand. The use of lace as a trimming is apparently not to be confined to the richer garments.

A bright future is considered to belong to braids. Although mohairs are shown, it is not thought that they will be found nearly as satisfactory as the finer silk braids, which can be handled much easier and made up into a greater variety of designs, as well as presenting a neater and more ribbon-like effect. In combination with velvet garments, braids are expected to be very much used, although, for that matter, all sorts of dress materials are likely to come in for their share of this trimming. Black and white are the two leading colors, a few fancy shades being also shown. The braids are made up into stylish ribbon effects, bows, knots, etc., and a number of widths are in use, ranging from about one-half to three inches.

Spangles are good, and jet is used as an entire wrist covering in some of the more dressy garments. Black and steel beads are very much in evidence, but for the fancy effects, like turquoise, emerald, etc., there is a fair demand. It is said that the Queen has shown a great liking for spangled dresses, which, if true, is likely to have a certain effect on the demand for them in this country.

Ribbons continue to move well in all the season's popular colors, and that we are to see them greatly used as trimmings of various sorts connot be doubted. Their popularity in millinery has certainly had something to do with the favor with which they have been received as dress trimmings. Ribbon flowers, roses especially, are becoming a rage, and much artistic ability has been shown in their design. All shades are worn. The continued popularity of the black velvet ribbons, with satin or cotton backs, causes no surprise, and needs only a passing mention. They have apparently become a solid staple.



A Neatly Arranged Interior.

JAPAN HABUTAI

20-in., 27 in. All colors.

JAPAN TAFFETA

20 in., 23-in., 27-in., 36-in.
Black, White and Colors.

SILK HANDKERCHIEFS

White, Colored, Initialed, Embroidered,
etc., etc.

SILK MUFFLERS

Square and Made-Up Styles.
White, Black and Colors.

ART EMBROIDERY GOODS

Japanese Drapes, Table Covers,
Scarfs, Cushion Tops, etc., etc.

K. ISHIKAWA & CO.

MANUFACTURERS
and IMPORTERS

TORONTO.

The Galt Knitting Co.

LIMITED



GALT, ONTARIO

Underwear.

Eiderdown Specialties.



TIGER BRAND

Shoe Linings.

REPRESENTATIVES:

Ontario,	-	McClung & Burns, Toronto.
Quebec,	-	P. DeGruchy, Montreal.
Maritime Prov.,		J. A. Murray, St. John.
Man. and B.C.,		Bryce & Co., Winnipeg.

Have You a Long-Hip Corset?



The

B. & C.

are the Best

Manufactured by

Brush & Co., Toronto

The Watson Manufacturing Co.

Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.	A. L. GILPIN, MONTREAL, QUE.	J. A. MURRAY, ST. JOHN, N.B.	J. A. BRYSON & CO., WINNIPEG, MAN.

WOOL QUILTS

Dark Fancy Colors.
Assorted Designs.

From $6.95 to $13.00 per dozen.

PURITAS QUILTS

Light and Medium Colors.
Very Choice Designs.

From $11.50 to $45.00 per dozen.

LANATUS QUILTS

Medium Colors.
Carded "Lambs-Wool" Filling.

From $27.00 to $33.00 per dozen.

EIDERDOWN QUILTS

Exclusive Designs
in choice
Imported Sateens.

From $36.00 to $75.00 per dozen.

Our Travellers are showing these lines now, but, if they do not visit you in the very near future, we will gladly send samples for your approval.

THE ALASKA FEATHER AND DOWN COMPANY

OF MONTREAL LIMITED.

Debenham, Caldecott & Co.

A SILK HOUSE

The place to buy SILKS right. Perhaps you are a customer—if not, it will pay you to get our prices and place an opening order now. Our stock is very complete. We carry also a full range of Black and Colored Velvets and Ribbons. We have

EVERYTHING IN SILKS

That's new and desirable in ALL THE WANTED SHADES. Letter orders promptly attended to. Write for samples.

DEBENHAM & CO. LONDON PARIS BRUSSELS JAPAN	Debenham, Caldecott & Co. **77 YORK ST.** **TORONTO.**	**DEBENHAM & CO.** NEW YORK MELBOURNE SYDNEY CAPE TOWN

WHITE GOODS.

TRAVELLERS are now out on the road. Trade for next season is progressing favorably. Manufacturers are confident of doing a heavy trade. The Northwest is looked upon to bring in good business. Dealers do not expect too much from British Columbia. Labor troubles there are rife. Recently one coal company laid off 500 men. Reports from St. John and Halifax augur exceptionally good business; prospects are exceedingly bright.

* * *

Styles now are practically settled. A large number of novelties are out just recently in handkerchief effects. Drawers are being shown in handkerchief effects.

* * *

A noticeable feature of this year's trade is that a large number of dry goods merchants in smaller towns are handling white goods on an increased scale. Women are beginning to look upon white goods as they did upon shirts. The period when every woman believed she was the most capable person to make her husband's shirt has passed. Women now are beginning to look at the superior make of factory productions of white goods for ladies and children.

* * *

One feature of the white goods trade is notable. The volume of the white trade is done on the road, and practically none is done in the houses. Merchants are guided in their purchases of white goods by the discretion of the lady in charge of the white goods department. She accompanies him to the sample-rooms. For other classes of goods, the merchant trusts to his own knowledge to a greater extent, and considerable purchasing is done by him on his visits to manufacturing centres.

* * *

Another feature of the white goods trade is that Ontario places orders more slowly than the Northwest. This is unavoidable, because distance forces the Northwest to place orders early to facilitate shipment. As a consequence, some manufacturers have adopted the plan of stocking flannelettes and goods that sell most freely to meet late orders.

* * *

Fall blouses have bishop sleeve and band cuff; in silk and finer classes of goods puff elbows will be fashionable. Lace collars will be used extensively.

* * *

Light effects will be satisfactory on Spring blouses; also spots and rings. It is expected that the wrapper business will be on a more solid basis, although it is too early to speak definitely of the quality of the trade. The United States, in wrappers, gives bigger promise than last year.

A good sorting trade is being done.

* * *

WHITE GOODS THE YEAR AROUND.

In "ye olden time" the retailing of white goods for waists and costumes was concentrated into three Summer months, remarks Dry Goods Economist. Now the white goods season extends from January 1 to December 31. The change was inaugurated this year, and the new calendar will remain in force as long as white is becoming to the fair sex.

The textile industry, in fact, owes more to mercerization for its beautifying and elevation of one-time humble and cheap cottons rather than for its comparatively successful imitations of the queen of textiles. In the mercerized brocades, for instance, that are to be so popular this Fall and the fad of the coming Spring season, a class of fabrics has been developed.

At first hands business for Spring delivery is progressing in a very satisfactory manner. From both jobbers and cutters the duplicate demand for popular lines is large and is not restricted, except in low-grade staples, by any doubts regarding the maintenance of current prices. On even the latter, however, there are few manufacturers who will now discount a future lower price for cotton and cloths than they would earlier in the season. Such price irregularities as exist on low-grade lawns, nainsooks, etc., are on spots or near deliveries.

Some carried-over stocks of sheer goods of low and medium grade have been cleaned up at concessions, but the market as a whole is very firm. It is strongest, in fact, on such heavy goods as piques, oxfords and allied fabrics—lines that would ordinarily feel the decline in cotton first. It is simply a case of demand being in excess of the future available supply.

* * *

Whitewear Sale.

We need the space the Whitewear now occupies for fall and winter Underwear. This is your time to be economical.

Ladies' white underskirts, fine lonsdale, with 9 in. tucked flounce, sale price 75c

Ladies' white underskirts, fine lonsdale, 9 in., tucked flounce, embroidery trimmed, sale price.. ... ...$1 00

Ladies' white underskirts, fine longcloth, hemstitched tucks and insertion with 9 in. embroidery frill, sale price... ....$3 00

Ladies' fine lonsdale gowns, Empress style, tucked yoke and revers, fine muslin frills, sale price.. .....$1 00

Ladies' gowns, fine lonsdale with tucks, insertion and embroidery, sale price..... .....$1 50

Ladies' fine lonsdale gowns, tucked front, embroidery trimmed collar, sale price.....$1.50

Ladies' embroidery trimmed fine lonsdale gowns, all over embroidery yoke, sale price.....$1.65

Ladies' lonsdale cambric drawers, 6 tucks, sale price 35c

Ladies' fine lonsdale drawers, hemstitched tucks, sale price 45c and 50c

Ladies' fine lonsdale drawers, 6 tucks and embroidery trimmed, sale price 65c

Ladies' fine lonsdale drawers with hemstitched tucks, frills, insertion and embroidery, sale price .....75c, 95c and $1.35

Ladies' corset covers, heavy lonsdale, sizes 32 to 40, sale price 20c

Ladies' corset covers, good quality lonsdale, embroidery trimmed, sizes 32 to 40, sale price 25c, 30c and 37½c

Ladies' heavy lonsdale drawers, lace trimmed, sale price.....25c

Wm. Foreman & Co.

A neat advertisement and modest withal. The reasonableness of the headlines will invite attention to the articles for sale.

FOUR CLOTHS OF EXTRA VALUE.

The important piece of information was picked up by THE DRY GOODS REVIEW in the flannelette department of The W. R. Brock Co., Limited, that the Toronto house of that firm, in combination with the Montreal house, had contracted with the mills to manufacture specially for them four cloths of extra value. On these they have already done an enormous business. In fact, the demand for these new goods has been so heavy that it has been difficult to get the goods quick enough to fill orders.

No. 90 is a 27-inch, light and dark stripes, and can be retailed at 5c.

No. 140 is a 33-inch ditto, which can be retailed at 8c.

No. 150 is a 34-inch, commonly called yard wide, light and dark stripes, and retails at 9c.

No. 178 is a 30-inch gingham check flannelette, in blue, pink and fawn checks, running from ⅛-inch solid check to some 2-inch combinations. These, being made with printed yarns, are fully equal to the regular 10c. cloth, at which price this line can be retailed.

All of the above are from 10 to 20 per cent. below regular prices and well worthy of the inspection of the keenest buyers.

1903 SPRING 1903

S. Greenshields, Son & Co.

MONTREAL.

WOOLLEN DEPARTMENT.

Our travellers will be out about the 10th, with a full line of Woollens and Tailors' Trimmings. They will offer some special values in Serges and Worsted Suitings, and it will pay you to see our range before buying.

Down Comforters,

Cotton Comforters,

White Cushions,

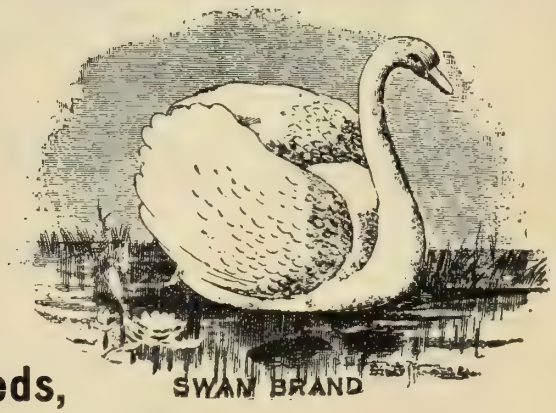
White Cosies,

White Muff Beds,

Bed Pillows,

Covered Cushions,

Covered Cosies.



Letter Orders Carefully and Promptly Filled

Price Lists Upon Application.

The Toronto Feather & Down Co., Limited

Factory, Office and Sample Room, 74 King St. West, TORONTO

Ladies' Neckwear.

ONE important feature of the Fall season in ladies' neckwear is the great variety in the styles of ruffs shown. This popular form of neck adornment bids fair to be in even greater favor during the early Fall than it has been. In the styles for the coming season many novelties have been introduced, and never was there a time when the dealer had to use greater judgment or display more taste in buying for his customers than the present.

* * *

In the great majority of the latest boas the ruff around the neck is seen. It is apparent that the favor with which this was received during the past Spring and Summer seasons has convinced manufacturers that it is the fashion on which they can most safely rely for the coming Fall.

* * *

Chiffon and taffeta are the materials of which the great majority of Fall styles are made. The fancier effects, such as feathers, flowers, etc., while they will, no doubt, appear among the new styles, are not looked upon with very much favor by the bulk of the trade. It is even doubted if these fancy effects will be as much in evidence as they were last year. Combinations of chiffon and taffeta are also prominent, the taffeta being usually placed around the neck. Black is very much to the front again, and combinations of black and white will be worn greatly.

* * *

Ruffs and ruches are flat as a general thing, and this style has been enlarged upon until the collar has become a cape. The tendency in all boas is towards the cape effect, a favorite style being the triple cape, each cape being about half the width of that underneath it. The ruches, when turned down around the neck, have much the appearance of the old-fashioned mantilla, but are neater and more artistic in design.

* * *

The use of motifs and lace on this season's boas will be a prominent feature. The former are very much used in black on the white boas and produce a striking effect. Several sizes are shown, ranging from very small ones up to some about three inches square.

* * *

The lace collars shown to the trade include some of the finest goods that have yet been brought to this country; and it is a pleasure to record that they have met with the most encouraging sales. They are shown in black, white, and the popular Paris shade. Combinations of black and white are frequently shown and should be among the leading lines. Taffeta is often combined with the lace, and the collar certainly loses nothing in beauty by the combination.

* * *

Silk and satin ties of the four-in-hand variety are well thought of. The initialed tie, which has been selling fairly well during the past few weeks, is expected to go again in the Fall.

* * *

The collars are rather broad as a general thing, and are designed in many different laces, Irish point, Arabian, renaissance, Plauen and Duchess being prominent.

* * *

Stock collars of many sorts are selling well. One of the latest styles is a small affair, with small clerical tabs hanging in front. This is reported to have taken the popular fancy in the United States, and may be a favorite here. It is rather too faddish, however, to remain in vogue for any length of time.

The Favorite Ruff.

During the early Spring it was thought by dealers that the ruffs, which were having a considerable sale at the time, would be merely a Spring novelty and would be confined to that season. Notwithstanding, the ruff was very well received and bade fair to remain a permanent favorite. Orders for ruffs for Fall wear have been coming in so freely that there is no doubt that the ruff will be a leader during the coming season. Compared with the corresponding period prior to the Spring season, the sale just now has been far in advance.

The vivid green is still much in evidence in all women's neckwear.

WOOL HOSE.

S. Greenshields, Son & Co. are showing special values in wool hose. The trade should see samples or order sample dozens of their No. A116, A166, A167, and 796 lines, to retail at 25c. Others to retail at 35 to 50c. are of splendid value. The stock of ladies' and children's Fall underwear is one of the largest on the market. Amongst them are some special values controlled by this house, which sell at the most popular retail prices. The stock of laces is still pretty complete, notwithstanding that this has been their best year on this line of goods The demand for embroideries they report still active. They are making extensive sales every day.

BROCK'S EXHIBITION SPECIALS.

During the Exhibition weeks The W. R. Brock Company, Limited, are showing some specialties in their smallwares department. From a long list we select a few lines:

To retail at 25c.: "Brocknit" black cashmere socks, "Scotch" 4-lb. grey wool socks, "ABF" black worsted rib socks, "Beatsall" wool socks at 20 and 25c., "Peg-Top" heavy ribbed black wool hose, "VNII" heavy ribbed black wool hose, "German" 2/1 ribbed black worsted hose, "Shiner" plain black worsted hose, "Italy" and "Cairo" ribbed cashmere hose, "Startler" ladies' ribbed vests, "Ombre" ladies' ribbed vests, "B33" black cashmere gloves, "B186" ringwood gloves, "Wooller" men's heavy hand-made mitts, "M" men's hand-made mitts, "M100" harvest mitts, round or one finger, "Durable" and "Special" braces, "Way's" mufflers, "XA" "XB" and "XC" padded mufflers, "WJC" plain wool hose, fleeced cotton hose, No. 35 mottled ladies' drawers, No. 45 natural ladies' drawers, No. 55 white ladies' drawers, "TC" plain black cashmere hose.

To retail at 50c.: "S90" ribbed black cashmere socks, "AE" ribbed black cashmere hose, "Twig" ribbed black worsted hose, "Hickory" fulled lumbermen's hose, "Plunder" men's striped Arctic underwear, "S12" lined mule mitts, "Pontiac" fulled wool mitts, "Pearl" ladies' ribbed vests' "Devaney" ladies' ribbed vests, "King" overalls—33⅓ per cent. below regular prices, "F218" flannelette nightshirts, "W209" braces, "JW" men's Mocha gloves, "P30" men's kid gloves, "B198" cardinal ringwood gloves, girls' Arctic vests and drawers.

To retail at $1: "Kingston" umbrellas, "Butterscotch" umbrellas, "Argonaut" sweaters, black, white, cardinal and navy blue.

Further specials: Mill clearing lot of men's fleeced underwear at a price, fleeced combination suits, new Saxony yarn—cheapest in the trade, waterproof coats and mantles and rainproof coats and mantles—send for catalogue. Ringwood gloves in red, black, white or fancy, for men, women and children, cashmere gloves of all kinds, knitted wool goods of all kinds, novelties from Berlin, Leicester, United States and Canada.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

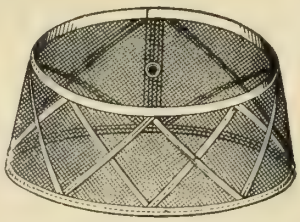
THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

FIBRONE

The only perfect

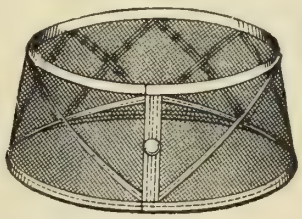


Collar Foundation.

IT IS A COMBINATION OF **LIGHTNESS** AND **DURABILITY**

No. 306.—2½-inch, Muslin,	= = =	$1.45 per doz.
No. 506.—Point Muslin,	= = = =	1.50 "
No. 902.—Point Chiffon and Silk,	=	3.00 "
No. 902.—2½-inch, Chiffon and Silk,	=	3.00 "

Sample by Mail.



12½ inch to 15 inch.

F. ROBERTSON & CO., - TORONTO
SOLE AGENTS

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

Cloaks and Mantles.

The Leading Styles.

LAST month it would have been utterly impossible to say anything certain about Fall styles. This month manufacturers are able to tell at least what lines the retailers have favored, though they cannot say as yet how the fickle public will view these matters. At best they can but go by the styles set by the New York fashion moulders, which invariably become the prevailing thing in Canada as well.

The three-quarter coat, with semi-fitted back, is very popular. These, in grey cloths with soft finish, such as friezes and cheviots, are the leading lines. Of course, the coat of newest style, which always runs to the extreme, is known as the "Monte Carlo." It has very loose wide sleeves, and is made in 27-in. and 32-in. sizes.

Suits and skirts are growing very fast in public favor, especially the separate skirt. These latter are very easily handled by drygoodsmen. Stripes and fancy tweeds are very popular. One of the newest things in suits is the "Coronation" tweed, with the new slot seam. The leading colors are greys, blacks and fawns.

The very latest in the separate skirt is the kilted variety, which, as the name implies, is a skirt formed with perpendicular pleats all around the skirt. These are made up unlined and mostly of soft goods, such as cheviots, tweeds, etc.

Toronto manufacturers are all doing a big business, and they have every confidence in the truth of the statement that this Fall will see a phenomenal volume of trade in all lines.

Northway's Catalogue.

A handsome art catalogue has just been issued by John Northway & Son, Limited, dealing with their enormous business on Wellington street west, Toronto. This catalogue has already been scattered far and wide over the country, and business men can see for themselves the extent and value of the firm's business. THE DRY GOODS REVIEW was told that at present the Northway Company were unable to cover the orders sent in, much less to gain new business, owing to the remarkable growth in their trade.

Spring Skirts.

Already, with Fall business barely begun, the management of The S. F. McKinnon Company, Limited, are making active preparations for next Spring's trade. To THE DRY GOODS REVIEW the important news was supplied that already a range of Spring skirts was being placed on the market. Within a few weeks the company's travellers will be despatched with these goods all over the country, and the Spring trade will have begun. The growth of the skirt business within a comparatively short period has been remarkable, and the McKinnon Compay, having grasped the importance of the ready-made skirt business, are to-day well abreast of the trade.

Talk With a Maker.

Mr. Calkins, of the Merchants Cloak Company, has been telling THE DRY GOODS REVIEW something about what is doing in the cloak line. He says the 28 to 32-inch coats are the correct staple article, while the fashionable makes are from 38 to 42 inches, which sell at higher prices. Between these two sizes coats do not look well. They are not long enough to be fashionable and too long to be correct.

There are, of course, novelties in all lengths, and quite a few ulsters and newmarkets are being sold. As for colors, blacks and greys are most popular, while dark navies are taking fairly well. Fawns are pretty well out of the fashion. In fact, Mr. Calkins remarked that the women's cloaks are following the lines of the men's coats pretty closely, being of the same material and same colors.

Taffeta-trimmed and satin-trimmed skirts are no longer fashionable The popular thing is made with seven gores, fitted in nicely to below the knee and then spreading out in a good flare. A favorite is made with slotted seams and wide tucks on the gore.

Our Monthly Chat.

"Not much change in the situation," was about the sum and substance of the greeting given THE DRY GOODS REVIEW by one of the directors of S. F. McKinnon & Company, Limited, Toronto, when he was requested to supply some information concerning the present condition of the mantle trade. Apart from the fact that nearly all orders have been shipped and that everything will be out by September 1, there has been little change since the last number of THE DRY GOODS REVIEW was published. Repeat orders are now becoming the order of the day, and large numbers are beginning to pour in.

Of course, as the director remarked, the volume of business this year has considerably exceeded that of last year, and, is still on the increase. The mantles that have been most desired have been the 28 to 30-in. and the 38 to 42-in varieties, while there has been a fair demand for raglans and 56-in. ulsters. The most desirable shades have been the blacks and greys. Fawns have gradually gone out of fashion, being replaced largely by Oxford. Self-colored linings and not brilliant-colored linings are the rule of the day. In the skirt department there has been an unprecedented run on ready-made goods, and these are daily becoming more popular.

The McKinnon Company have just issued a very handsome catalogue dealing with all the departments of their large business. It has been mailed to the trade all over the country, but, if any omissions have been made, the firm will gladly supply copies to those desiring them.

State of the Trade.

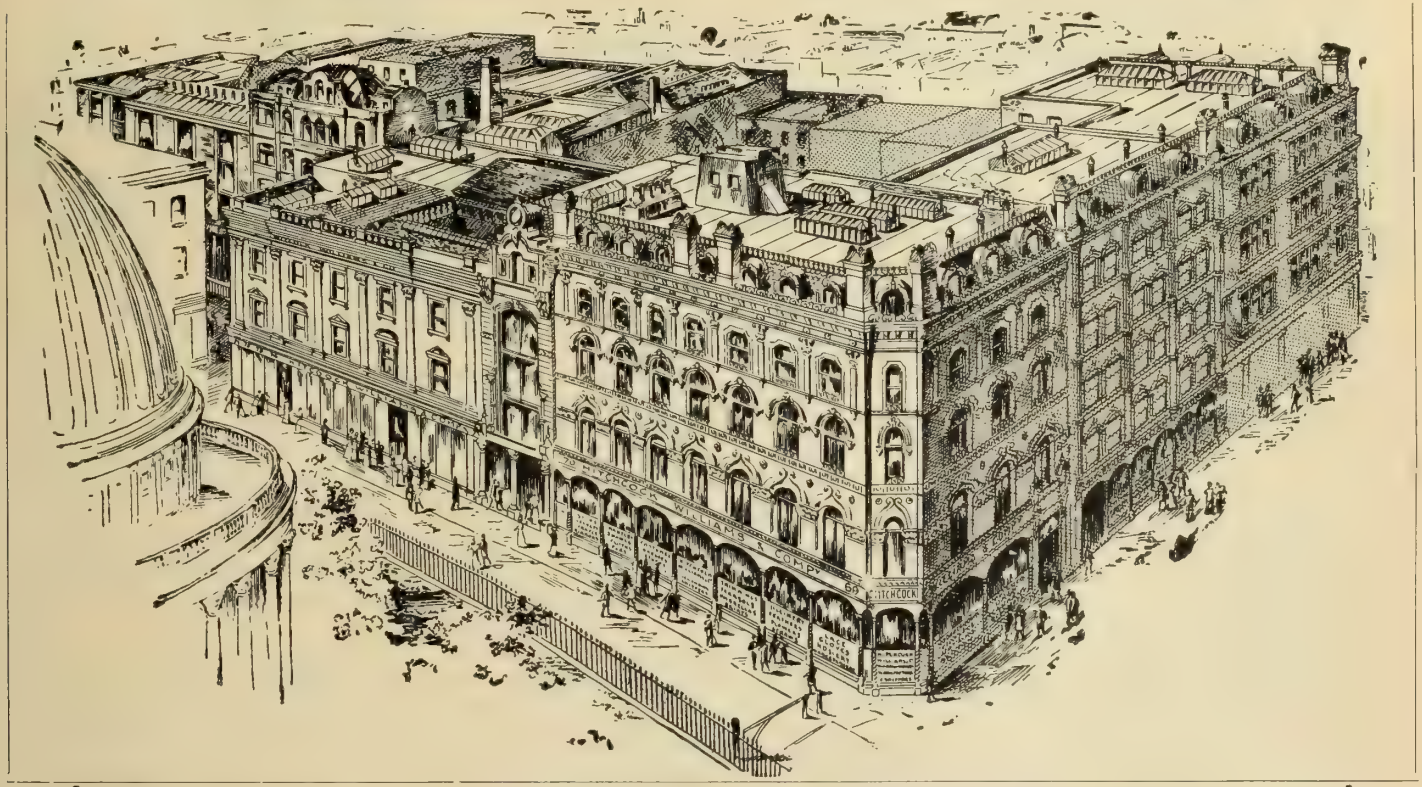
Manufacturers of cloaks and mantles in Toronto are, for the most part, in the midst of shipping, though many have about completed this detail of their work. Last year there was a considerable delay in making shipments, owing to the difficulties experienced by the mills in delivering cloth. This year, on the contrary, the mills have delivered their goods promptly, with the consequence that manufacturers have likewise been able to produce their manufactured articles on time.

Several years ago Canadian manufacturers were apprehensive that the "made-in-Germany" mantles would swamp the market here, and for a time it did look as if the German-made articles would become the staple on the Canadian market. Fortunately, this state of affairs no longer exists, and the manufacturers of this country have made good their hold on the market.

ADVANCE IN JAPAN SILK.

K. Ishikawa & Co. report as follows: "The present style tendency favors Japanese silks. Japan habutai and Japan taffeta are in good demand. There has been a big run on 20-in. Japan silk. The price has advanced 10 per cent. We have, fortunately, made preparation for the heavy demand, and are still giving the old quotations. Silk handkerchief business for this Fall has proved very satisfactory, especially in initial handkerchiefs. Ladies' embroidered handkerchiefs are coming to the front, and we have about a hundred different styles. Black silk mufflers are also in good demand."

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, *Warwick Lane and Paternoster Buildings.*

ESTABLISHED NEARLY 70 YEARS.

Coronation Year.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application

Our Mr. Cliffe, who visits Canada twice a year, is now in Montreal. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

SMALLWARES AND FANCY GOODS.

Some of the Latest Novelties.

IN the fancy goods department of The W. R. Brock Company, Limited, Toronto, new goods have just been passed into stock for the opening weeks, consisting of the latest novelties in collar and cuff sets, lace and applique collars, turnover collars, silk applique trimmings in black and cream, new veilings, lace beadings, chatelaine bags (to retail from 50c. to $3 each), fancy garter elastics, Florodora combs, etc.

A New Linen Spool.

A novelty in the smallware department of The W. R. Brock Co., Limited, is a new linen spool, guaranteed to be the best quality, to retail at 5c., assorted in black, whitey brown and drab. With every gross a neat counter cabinet is given, holding three dozen. They are sold in gross lots only, assorted.

Shawls and Clouds.

The W. R. Brock Company, Limited, Toronto, are carrying a large assortment of honeycomb, fancy-knit and umbrella shawls, fascinators, ice wool shawls, children's wool overalls, polka jackets, cardigan vests and jackets, wool hoods, toques, tams, bootees, infantees, mits, gaiters, clouds and other knitted wool goods, a much larger assortment than is carried by most houses, who do not handle a large variety of these goods on account of the immense details and the room they occupy. Brock's goods are the best turned out from the largest factories in Germany, England and Canada.

Fall Cashmere Goods.

S. Greenshields, Son & Co have on hand for the Fall season a fine range of cashmere gloves at exceptional values. The trade should not fail to see them In cashmere hosiery, their trade is increasing beyond all expectations, due, no doubt, to the excellent values offered. An immense variety of plain and ribbed goods for ladies and children is shown. The range of fancy woollens, including infantees, bootees, polkas, toques, sashes, gaiters, etc , are shown at unequalled values, and as a consequence the different lines are being picked up rapidly by shrewd buyers.

Royal Shetland Floss.

Royal Shetland floss is sold exclusively by The Gault Brothers Co., Limited. It is made by J. & J. Baldwin Co., which is sufficient guarantee of its quality, and is put up in tissue paper, long fold, 16-oz. pounds. There has been a tremendous sale of this line during the season, and buyers will find a full line of white and other colors now in stock.

The Wyld-Darling Co., Limited.

Wyld-Darling Co., Limited, have just received a shipment of the latest styles in ladies' waterproof and showerproof coats in three-quarter and full-length, in navy and fawn, which may be retailed from $3 to $8 each.

Their new lines of ladies' kid gloves, 2-domes, Paris points, "Zettie" to retail at $1 and "Gracioso " to retail at $1.25 in all colors now in stock. These are guaranteed goods.

Special values in black cashmere gloves, plain or fleeced, to retail from 15 to 40c. are being shown by Wyld-Darling Co., Limited, and in " Ringwood " gloves a large assortment in black, white and fancies at popular prices.

Black velvet ribbons, all widths, in plain or satin back, repeats now in stock with the firm.

Neck ribbons are reported by the firm to be in great demand. All colors in No. 925 taffeta, W50 moire and "Liberty" satin taffeta may be had for immediate delivery.

Wyld-Darling Co. are showing a fine range of black, white and Paris colors silk applique dress trimmings to retail from 25 to 75c. per yard. These are the latest novelty.

Flannelette embroideries in white, pink, sky, grey, scarlet, in various widths, to retail from 5 to 15c., are in stock with the firm.

The attention of the trade is drawn to the line of leather goods—purses, chatelaines and wrist bags, New York styles—to retail from 25c. to $3, offered by Wyld-Darling Co.

Special jobs in cashmere and wool ribbed hosiery are being shown by the firm to retail at 25c.

Umbrella Shawls.

The smallwares department of The Gault Brothers Co., Limited, expect a large shipment of those Shetland floss circular shawls now so much in demand, and will be in a position to deliver the same by September 10 to 15. Already large orders are booked for this shipment, and the balance will soon be sold up, as they were the last lot.

Their travellers are showing five special lines to retail at 75c., $1, $1.25, $1.50 and $2, and buyers are advised to place their orders at once and secure prompt delivery.

Notes of the Smallware Trade.

Cardigan jackets, No. 553, to retail at $1, are being shown by The W. R. Brock Co., Limited, Montreal.

A full assortment of 18, 20 and 24-in. silk gloves, in white, cream, linen and fancy colors is now in stock with Brophy, Cains & Co.

In smallwares, The W. R. Brock Co., Limited, Montreal, are passing into stock an excellent chatelaine bag in black and brown which can be retailed at 35c.

The W. R. Brock Co., Limited, Montreal, are also showing a special line in men's umbrellas to retail at $1, mercerized top, horn handle and paragon frame.

A new range of braces is just being passed into stock by The W. R. Brock Co., Limited, Montreal. One special leader to retail at 35c. is called "Uncle Sam."

In fleeced goods, "Ping" and "Pong" are reported by The W. R. Brock Co., Limited, Montreal, to be still the leaders, which can be retailed at 45c.; value undoubted.

An excellent sale is reported for their Fall printed flannelettes by Brophy, Cains & Co. They are showing a great range of American Saxony flannels to retail at 12½c.

The W. R. Brock Co., Limited, Toronto, are offering two lines of ladies' vests, ribbed and fleeced, fully 33⅓ per cent. below good-value prices. They are listed as Nos. P50 and P51.

The Gault Brothers Co. Limited's smallwares department are showing a large and varied line of muslin and lawn aprons which are having a big sale. See travellers' samples of these goods.

A full assortment of woollen goods is now stocked in the smallwares department of The Gault Brothers Co., Limited, comprising a fine range of infantees, bootees, mitts, clouds, toques, hoods, caps and tam-o'shanters.

The Gault Brothers Co. have just opened into stock a repeat order of applique and lace pillow shams, bureau covers and doylies in all sizes in applique and Battenburg designs.

The W. R. Brock Company. (Limited)

MONTREAL.

SOME SEPTEMBER SORTING NAPS

Grain Bags.
26-in. Flannelettes To retail at 5c.
34-in. Flannelettes To retail at 8c.
Honeycomb Quilts.

Percalines.
Linenettes in all shades.
Satanas for linings.

"Seller" Boys' All-Wool Ribbed Cashmere Hose.
To retail from 10c. to 25c. per pair.

4 Clearing Lines Men's Ribbed Shirts and Drawers.

Letter Orders Filled the Day They Are Received.

WINDOW AND STORE DECORATING

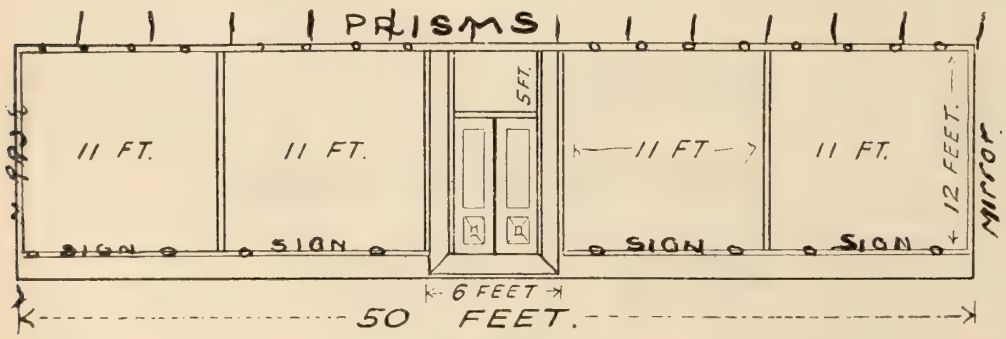
Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

BUILDING SHOW WINDOWS.

DURING the past few months THE REVIEW has received several requests from subscribers for information on the subject of proper methods of building show windows. To those contemplating building new stores or making alterations in their fronts, the following information may be of some interest. The writer has given this subject special study for a number of years and the following only explains his opinion after close observations into the most up-to-date ideas in this connection:

One merchant says in his letter that he has a 50-ft frontage and desires to get all the show space possible. The drawing (No. 1) would be to my mind the most practical. With a 50-ft. frontage, four nice windows, size 11 ft. by, say, about 8 ft., could be made. This allows 6 ft. for a vestibule. The proper height for a show window is 12 ft. The floor of a window should be about 12 or 15 in. from the street level, as this brings the display more into prominence as the upper portion is generally on a level with the eye. The backs of the windows in most of the up-to-date stores in America are



Drawing No 1.

mirrors to a height of 6 ft. These are framed in light oak, with a heavy oak or cherry-finished cornice running along the full length of window. The mirror backgrounds while costing considerable are by far the most economical, as the trimmer can trim a window in half the time with a back of this kind, besides the saving on other materials necessary where mirror is not used. Over this mirror backing I would suggest a curtain of plush or velour to hang from the ceiling to top of the mirror.

A splendid idea and one that is meeting with great success in a frontage after the style of the drawing No. 1 is this, a mirror (double-faced) set in a solid oak frame on castors is used to divide the window up into two smaller ones, then when a big elaborate trim is desired the rolling mirror can be swung to one end or to the centre of the background, thus giving you a big window 22-ft. long. If you desire to put in a frontage after this idea, the best plan would be to make two big windows 22 ft. long by 8 ft. wide and 12 ft. high. Then divide them by the aforementioned suggestion—the rolling mirror.

I would strongly recommend all show windows to have ceilings in them. These should be pannelled and painted or decorated with white and gold. Along the outside edge of windows, on a line with the floors, a neat brass sign with the firm's name might be put.

One of the most important things in building a show window is the means of proper ventilation, as in the Winter season many a dollar is lost through the window display not being visible owing to defects in the ventilating of the windows. A simple way of overcoming this is to have small holes made on the lower and upper casings of the windows. A brass ring about the size of a cent is inserted into this, behind which is a small piece of fine wire netting same size as the ring. This keeps out insects, etc., and still allows a current of air to circulate through it. This does not make any defect in the outside appearance.

Lighting is another consideration. The best means of lighting is from the top of window over the window pane. A long zinc trough, with 32 candle-power lights, placed lengthways is preferable. These troughs are lined with a tin reflector which throws the lights directly on the goods. With this idea the lights are distributed evenly throughout the display, if the troughs are set at the proper angle. Enough space should be left between the window-glass and the trough to allow the window curtain to run up and down freely. In order to get an entrance to these windows if backed with mirror, part of the mirror backing has to be in sections, one overlapping the other. These are fitted on a brass rail so as to slide easily.

The flooring for windows should be made of some soft wood and carpeted. Some firms are making the great mistake of putting down tile, hardwood floors. These not only cost a great deal of money, but are not suitable for dry goods windows. Every window-trimmer knows how cold-looking a millinery or silk display looks on a floor of this kind. Another thing is that these fancy hardwood floors have to receive a coat of oil now and again, and silks and light delicate stuffs coming in contact with this are liable to suffer damage. Another thing, is that when making a show of silks or dress goods the trimmer has to show them in an up-to-date manner else he is considered no good as a trimmer. By this I mean he has to arrange the goods in fancy drapes, which require pinning to the floor, and it it almost impossible to get a pin into hardwood flooring. Then, again, at Christmas and Easter, etc., when the fancy trims are in demand, there is generally more or less nailing and tacking to the floor to be done, and what firm will stand for any trimmer destroying a



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Fine Wax Figures

Sole maker of Forms and Wax Figures in the Dominion.

And Fixtures for Showing

Dry Goods
Clothing
Shoes
Cloaks
Millinery
Furnishings

A. S. Richardson

Factory and Show Room

62 Hayter St., Toronto.

'Phone Main 3687.

—and—

714 Craig St., Montreal.

A PALMENBERG CLOAK AND SUIT FORM



60D.

is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired, and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

New models, low bust, prominent hips, perfect shapes. Sizes, 30 to 42-inch bust. Bust made of Papier Mache and covered with fast black Jersey Cloth.

Heavy Wire Skirt, Japanned Iron Base and Standard. The new slide support and the screw in the top are distinct features and make the figure rigid and strong.

J. R. PALMENBERG'S SONS

Office and Salesroom: 710 BROADWAY.

Factory: 89 and 91 West Third Street, **New York**



In Illuminated Show Cases the genuine is represented by

The Phillips' Illuminated

Silent Salesman TRADE MARK

Cases

which are based upon the only patents granted in the United States and Canada for a show case illuminating device. John Petz, Patentee.

There are imitations, but the best imitation is never without a flaw. Somewhere, and somehow, poor workmanship will reveal itself—the lack of skill which makes the poorly cut diamond only a piece of glass.

The policy of making show cases so good that they will last a lifetime, and so attractive to the eye that they are regarded as examples of good cabinetmaking—this policy has kept us busy making show cases since 1864.

Send for illustrated circular (lithographed in colors) and full particulars.

JOHN PHILLIPS & CO.

LIMITED

DETROIT, MICH.

Canadian Branch: WINDSOR, ONT.

hardwood floor by driving tacks into it. The hardwood flooring is all right for a furniture house or such like, but for a department house or a dry goods house any trimmer of experience knows that the pine floor carpeted is the proper thing.

The vestibule flooring ought to be of stone tiling with the firm's name inlaid.

Over the tops of windows the full length of the front prism glass ought to be put in. This affords excellent light for the interior. One of the great faults in the construction of windows is that the counter space behind the windows is often very dark. Nothing is required more in a store than light, and by the aid of the prism glass over the windows this difficulty of lack of proper light inside is overcome. These prism glasses should be made in sections, say about 3 ft. in length, so as they can work on pivots like a transom. These can be opened in hot weather to ventilate the store. So much for drawing No. 1.

The illustration No. 2 shows what could be done with a frontage of 50 ft. The novelty in this front is that it is one massive show front, and it is unlike the every-day style of a building. One building like this would be sure to stand out as the most prominent on the street. This style is being adopted by many of the leading stores in the United States. The illustration is a copy of a photograph of a prominent firm's new store in Halifax, N.S. There are many advantages in a front of this kind, and it is one to be strongly recommended. Triangular windows are at each side of the entrances on the lower floor, while above the space corresponding to these entrances is taken by a window. In the upper windows displays made on forms are mainly chosen, while below those containing much detail are shown. The advantage in an arrangement of this character is that there is always sufficient space for the more elaborate displays in the lower windows, and, at the same time, no set back on seasonable trims of a contemporary character. It is common to find stores, when it is timely to introduce a display of latest costumes, or when goods are to be shown on large draped forms, where there is little space left to exhibit the many accessories that go with these seasonable goods. In this form of front the display space is doubled, and ample accommodation is made for an exhibit of all seasonable goods.

There is good reason why the upper front of low-ceiled stores should be arranged for window display purposes. It is rarely used for better purposes, and at night the lighting effects are so much more brilliant and attractive. And, again, the irregular form of window is to be counted a big advantage. When they are beautifully trimmed and brightly lighted one can observe them as a marked feature at a distance, giving the store an identity, however brilliantly lighted the street may appear.

* * *

INTERIOR FIXTURES.

A word about interior fixtures. The day when high shelving was in vogue has disappeared with old methods, and the best houses in the country are going in for the neat low fixture. Dress goods and silk fixtures should be built of light oak. The height should be about 7 ft. On top of these fixtures neat tasty trims should be made and changed daily. The best counter is the illuminated glass showcase and counter combined. While these are expensive they are the most economical in the long run as they soon pay for themselves by the amount of goods sold through them. For dress goods counters the hardwood polished counter is preferable. The best height for a hardwood counter is about 32 in. and in width about 36 in. Modifications may be necessary for special departments, as, for instance, gloves. The counter for this department may be somewhat lower and narrower for the convenience of the customer and salesperson in fitting on the gloves. This glove counter should be covered with red or green plush or felt. A sufficient number of stools for the convenience of customers should be provided. The sort which swing under are the best. A steam pipe covered with a perforated foot-rest run at the base of the counter on the outside is an admirable device. Every department should be well supplied with modern nickel fixtures for the display of merchandise. The T-shaped fixtures can be recommended as suitable to almost all lines in the dry goods line, Goods can be arranged on these over the fixtures and on the counters

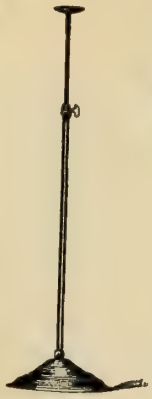
H. H



Drawing No. 2.



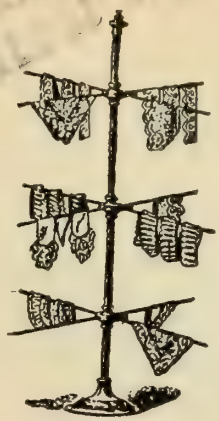
No. 397 Top



No. 397 Hat Stand

Make a Note

of our address and call and see us when you come to town.



No. 160 Display Stand

Our Plant

is now so thoroughly equipped that we can supply your wants on the shortest possible notice.



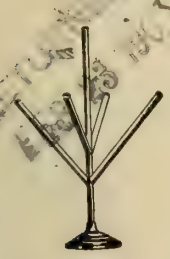
No. 391 Hat Stand



7 x 9 Ticket Holder

WE MAKE ALL SORTS OF SPECIAL FIXTURES.

ASK FOR OUR CATALOGUE.



No. 419 Feather Stand

The Toronto Brass Mfg. Co.

93-95 Richmond Street West,

'Phone M 814.

TORONTO, CAN.



No. 421 Feather Stand

DISPLAY FIXTURES



The season is approaching for the big annual display of

Fall Goods.

Most merchants will require some new



Fixtures to brighten up their stores and Display the New Goods to best advantage.

We are preparing to fill our customers' orders promptly at very Close Prices.



We carry in stock or make to order complete lines of Display Fixtures, Wax Figures and Forms; Millinery Stands of every description; Veiling Stands, Flower Stands; Ribbon, Kid Glove, Umbrella and Hat Cabinets: Triplicate Mirrors; Glass Counters, Show Cases; Mantle Racks and every modern device for the attractive display of goods. When attending the Toronto Wholesale Millinery Openings, call on us for quotations. In the meantime, drop us a Post Card for our large Catalogue.

CLATWORTHY & CO., 46 Richmond St. W., **TORONTO.**

THE LATE MR. JAS. S. SLESSOR.

ONE of Montreal's most prominent merchants, Mr. James M. Slessor, died on August 27, of apoplexy. He had an apopleptic stroke in England about a year ago, but since then has been in good health. He spent the evening previous in playing whist, and, to all appearances, was in his usual health. The following morning he was found dead in his bed.

The late Mr. Slessor was born in Scotland sixty-eight years ago, coming to Canada, after a few years' experience in the dry goods business in the Old Country, in 1857. Since then he has been a Montreal merchant. He first went into the retail store of John Aiken & Co., and afterwards with Henry Morgan & Co. Leaving the retail for the wholesale trade, Mr. Slessor entered the firm of James Johnston & Co. The other partners of the firm died and the business was formed into a joint stock company, The W. R. Brock Co. joining it, the name of the new firm being The W. R. Brock Co., Limited. Of this firm Mr. Slessor was one of the directors until the first of the present year, when he retired from active life.

Readers of THE DRY GOODS REVIEW will perhaps remember a report in the issue of March, 1902, of a banquet tendered to Mr. Slessor by the Wholesale Dry Goods Association of Montreal. The banquet was held on March 7 and was attended by the representatives of the wholesale and retail trades, as well as by a number of prominent men in other walks of life.

The president of the association, Mr. A. W. D. Howell, presided and spoke in part as follows:

"This is a very busy time in a busy season and it gives added pleasure to our gathering here to have so many busy men with us. We meet to do honor to ourselves by remembering one to whom honor is due.

"I speak now on behalf of the Wholesale Dry Goods Association of the Board of Trade, of which Association I have the honor to be president. It was at our regular monthly meeting held in January that the announcement was made made that Mr. Jas. Slessor purposed withdrawing from the business with which he had been associated for so many years—nay, more, we are told that at the annual meeting of his company, held three or four days previously in Toronto, he had resigned. To the members of the Association the news came as a shock. We are so accustomed to have Mr. Slessor with us on all occasions of importance—so accustomed to listen to him and have his advice, that when I say the announcement came as a shock, that word hardly expresses our feelings, it was more like the quick severing of a close family tie. Mr. Slessor was one of the Association's first members; he had filled, I think, at various times every office in the gift of the Association, and I can conscientiously say that I never heard a murmur from any member as to the manner in which the duties appertaining to the different offices had been filled by Mr. Slessor. After discussion and expressions of regret from our members, it was resolved that it was due to Mr. Slessor that we should recognize and publicly thank him for the valued help he had for many years so generously given. Later on it was decided that an illuminated address would perhaps be the best form in which to convey to him our hearty appreciation of the many services rendered."

Following the president's address, a number of the leading wholesale dry goods merchants, including Messrs. A. F. Gault, Geo. Sumner, Hon. Senator Thibaudeau, and Geo. B. Fraser, made brief speeches, all referring in terms of the highest praise to their associations in business with Mr. Slessor.

A beautifully illuminated address was presented to him.

In his reply, Mr. Slessor gave a rapid sketch of his career, saying that he had crossed the ocean 137 times. When he came to Canada for the first time the voyage occupied 40 days.

Mr. Slessor's wife died some years ago. He leaves four children. Messrs. W. P. and Jas. F. Slessor, of The W. R. Brock Co., Mrs. Dr. D. F. Gurd and Mrs. Duncan Stewart.

The funeral, which was held on Friday, August 29, from his late residence on Dorchester street to Mount Royal Cemetery, was attended by nearly every prominent citizen of Montreal, whether of business or social circles. Carrying out the deceased's wishes, there were no pallbearers, and the funeral was of the simplest. Rev. Dr. Ross, of the Presbyterian College, conducted the service.

Among those present were: Bishop Carmichael, Hon. Senator Mackay, Messrs. Samuel Hird, J. P. Cleghorn, James A. Ogilvy, Henry Morton, Robt. Kerr, Lieut.-Col. E. B. Busteed, G. E. Roberton, J. McD. Hains, Wm. Reid, David Morrice, Charles Alexander, Charles Garth, W. J. Morrice, L. N. Dupuis, Robert Hampson, T. E. Hodgson, Robert Booth, Samuel Elliott, W. S. Huntley, R. D. Stokes, P. M. Wickham, A. E. West, T. E. Cunningham, Jas. J. Pollock, S. Silverman, John A. Robertson, Geo. L. Caines, A. Rogers, H. Nightingale, Dr. D. F. Gurd, A. D. Gurd, F. B. Gurd, John MacIntosh, Geo. Hyde, David Crawford, T. Cummings and Jonathan Hodgson.

THE MODERN FIXTURE.

Amid all the changes and improvements that are being made to-day in retail stores there is one tendency that stands out more prominently than all others. This is the effort to create the idea of spaciousness throughout the store. With this end in view the old, high shelvings have been done away with, and new fixtures have been put in which allow of a clear sweep of view from any portion of the floor.

This low shelving greatly enhances the appearance of any establishment. It has, however, another advantage, and one which is equally important. One cannot sell goods by hiding them away in shelves or drawers. They must be displayed. The high fixtures, with their large supply of shelf room, were the direct cause of goods being tucked away and lost sight of. There is no room for such a condition in the new-fangled kind, and stock is kept in a correspondingly better condition.

Then, too, these lower shelves offer much better opportunity for the display of goods on the top of the fixtures. Visitors do not have to crick their necks in order to see the fine show of merchandise. By placing small nickel stands on top of this fixture goods can be exhibited more attractively. The latest wrinkle, however, is to have the glass showcases surmounting the fixtures lit up with electric lights. The effect is very beautiful and will greatly improve the appearance of any store.—Dry Goods Economist.

RAINPROOF COATS.

The W. R. Brock Co., Montreal, have this week passed into stock a splendid range of ladies' and men's rubber and rainproof coats. These garments are the very latest style, having the new sleeve and flare skirt. In misses', one line with fancy hood is one of the season's novelties.

LADIES' AND CHILDREN'S VESTS.

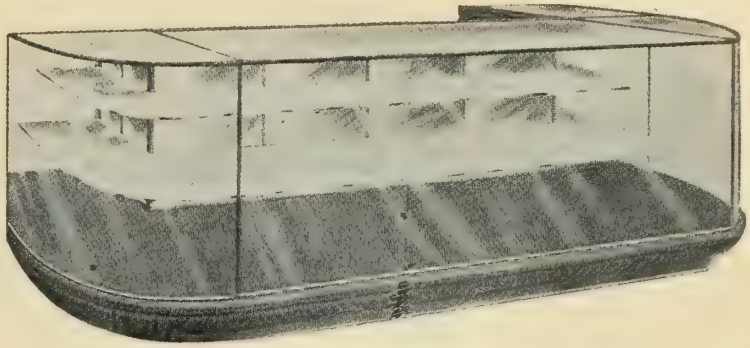
In ladies' ribbed vests the following numbers which are leaders with The W. R. Brock Co., Limited, Montreal, are good value: 502 natural to retail at 25c., "Alice" natural to retail at 25c., 521 in white to retail at 25c., "Ada" to retail at 50c., 516 to retail at 75c., and the "Lily" to retail at $1. Drawers to match, both open and closed. Scarlet tights are a novelty to retail at $1. The firm also carry a very complete range of children's woollen vests in all qualities. Ladies' fleeced vests or waists to retail at 25c. have been remarkable sellers.

"GOODS WELL DISPLAYED ARE HALF SOLD."

Our "Coronation"

FLOOR CASE is a little better than the best. We say so, others say so. Write for particulars.

We are manufacturers of high-grade Interior Bank, Office and Store Fittings, Glass Floor Cases, Counter Cases, Wall Cases, of all designs and dimensions.



Dominion Show Case Co., OFFICE AND FACTORY: 53 RICHMOND ST. E. **Toronto**

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

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A special department for the quick and careful handling of MAIL ORDERS.

1,000 GOOD WHITE BUSINESS ENVELOPES, $1.00.

Noteheads, Billheads, Statements, $1.50 per 1,000. Send for special set of samples.

WEESE & CO., Jobbers, 54 Yonge St., Toronto.

DYEING
DRY GOODS AND MILLINERY

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens,

Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

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Technical, Chemical Dyers and Finishers,

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Lamson Ideal Cash Carrier

The Ideal Cash Carrier for medium-size stores where level lines can be used to advantage.

CHEAP AND EFFICIENT.

Write For Particulars.

FRED'K C. CUTTING, 117-119 Simcoe St., **TORONTO, ONT.**

Waists Silk, Cotton, Flannel, Albatross and Cashmere.

FEATURES OF THE LONDON WAIST TRADE.

IN London, Eng., the silky linen dresses and blouses increase in favor, as the majority of good dressers betake themselves to the annual stay at the seaside or in the country, and the Drapers' Record says that it is characteristic of the age that even those presumably simple articles of feminine attire should be so elaborately and minutely trimmed as to render them decidedly costly.

Warm little coats are being very much made up. The favorite shape appears to be rather short and loose, with the shaped yoke, and epaulettes cut all in one piece. A coat of black cloth, with rough crimson and green metallic-hued hairs curling on the surface was so made,

Of the hundreds of gold tissue dresses made this season, a very original and lovely one had the glistening foundation veiled in cloudy grey chiffon, on which were embroidered butterflies wrought in silver and brilliants, some of the butterflies in full flight, others with folded wings. The foot was softened with grey chiffon and gold gauze frills, and a flight of butterflies crossed the corsage, which was further ornamented with chains of diamonds.

Pearl and paste drop fringe has been a favorite garniture for evening dresses, and makes a beautiful finish to the scolloped skirts so much in vogue, the sparkling drops showing to the best advantage on the soft background of the tulle or chiffon foot frills. A white crystalise silk dress worn by a young girl was prettily draped with chiffon flecked with silver spangles. On the bodice points of the silver embroidery fell from the decolletage to the waist, every point edged with hanging paste drops. The neck, scolloped over folds of tulle, was outlined with dainty little pink chiffon roses with green leaves. There was a silver gauze waistband, and a fold of the same fabric crossed one shoulder, the opposite shoulder having the shoulder-strap of the roses.

HANDSOME YELLOW MODEL.

A handsome yellow model shown in New York, according to The Dry Goods Economist, is an inch and a half box-plaited effect, which separates across the middle of the bust, allowing glimpses of Irish lace to be seen through the slits. These box plaits are beautifully embroidered in silk and gold tinsel. The upper part of the sleeve is made of the yellow satin in confined box plaits that flare at the elbow, where they end. The puff proceeds from this upper sleeve and is made of the Irish lace over yellow. It is a fine waist for theatre use.

NOTES.

The American Silk Waist Co. are negotiating with a real estate concern to build a factory for them on American plans.

The New York Silk Waist Manufacturing Co., of Montreal, held their semi-annual complimentary trolley drive on Tuesday, August 26.

The American Silk Waist Co., the pioneers of the silk waist industry in Canada have, notwithstanding their late disastrous fire, succeeded in making up quite a large range of samples for Fall trade, consisting of silk and flannel waists, silk skirts and silk jackets. Their travellers are on the road rushing as fast as possible to meet their friends.

FOR DISPLAYING GOODS.

Delfosse & Co., Montreal, are a firm who have devoted their attention to supplying the dry goods and other trades with fixtures and devices by which they can display their goods to the very best advantage. Their wax heads and forms are used all over Canada. Their mirrors, duplicate and triplicate, as well as single, are equally well-known. Everything which could be of use to the trade for display purposes receives attention from Delfosse & Co. The wax figures they make are the finest on the market. Nothing could possibly be of greater service in showing certain garments than these. Clothiers' wardrobes and fittings are another specialty of this firm These wardrobes keep the clothing free from dust, and also in proper shape. The fittings are such that they can be easily and quickly shown to customers.

TRADE NOTES.

THE fifth annual reunion of the employes of the mantle department of S. F. McKinnon & Co., Limited, took place recently at Prospect Park, Oshawa.

The employes of The Waterloo Woollen Co. held their annual picnic at Whiteside Park recently.

The employes of E. B. Crompton & Co.'s dry goods stores, Brantford, picnicked at Mohawk Park on August 27.

I. R. Strome, dry goods and clothing man, of Brandon, picniced his staff and employes recently at Lake Clementi.

Northway & Co., of Chatham, Ont., moved into their new store on August 29. This new store, which was built by the McKeough estate for this firm, is 123 ft. in depth and 40 ft. wide and is three flats high, besides the basement.

J. S. McLeod, the Westminster avenue dry goods merchant, Vancouver, has leased the store at the corner of Hastings street and Westminster avenue, lately occupied by McArthur & Loughead, and directly adjoining his present premises.

Mrs. Jesse Simmons, who has had charge of the millinery department of the Runians Department Store, of London, for the last six years, has been engaged by W. S. Case to take charge of the millinery department of the Busy Corner, of Aylmer.

Olive May, daughter of Mr. and Mrs. Geo. Bawden, of Brandon, and Walter C. Hembroff, of Moose Jaw, were united in marriage last month. Mr. Hembroff was formerly head clerk in the dry goods store of Nation & Shewan, at Brandon, but is now a very successful dry goods merchant in Moose Jaw, of the company of Mitchell & Hembroff.

Robert H. Climie, of Winnipeg, formerly of London, died in Chicago on Tuesday, August 26. Mr. Climie was in his 49th year and had made Winnipeg his headquarters for the past 10 years, moving there from London. He was well known in Ontario, having travelled out of London for about eight years for Knox, Morgan & Co., of Hamilton, wholesale dry goods dealers. Since then he had worked up a very successful business in the West.

At a meeting held recently at St. Hyacinthe, of the Canadian Woollen Mills Company, the proposal recently received from the Royal Trust Company, of Montreal, to assume full control and continue to operate the mills, came up for consideration. It was finally decided that the proposition be favorably entertained, and the Canadian Woollen Mills Company will hereafter be known as the Royal Trust Company, of Montreal.

Walter McBurney has been arranging for the disposal of stock in a new company which will manufacture silk, linen and cotton labels, badges, ribbons, belts and ornamental drapings, of which about $1,000,000 worth are imported every year, principally from Germany. The head office of the Colonial Weaving Co. will be at Peterborough, and Mr. McBurney, who has been for some years engaged in the sale of these goods, figures out a fine profit in the manufacture. The capital stock of the company will be $60,000.

RELIABLE MERCHANTS WANT

RELIABLE SILK WAISTS

RELIABLE SILK JACKETS

RELIABLE DRESS SKIRTS

WE

THE AMERICAN SILK WAIST TRADE MARK MONTREAL

MAKE THEM

SEE OUR

Tailor-Made Waists

THE COMING NOVELTY.

As usual, we have the best.

While in Montreal call and see us.

AMERICAN SILK WAIST CO.

1853 Notre Dame St., MONTREAL.

The New York Silk Waist Mfg. Co.

40 St. Antoine Street, MONTREAL.

The Largest Exclusive Waist House in Canada

PERFECT FIT FINISH



PERFECT STYLE QUALITY

MADE IN CANADA.

Our Fall range now on the road has been received with approval by the trade, and orders greatly exceed our fondest anticipations. Increased facilities will enable us to give prompt delivery.

Never Before Were **"P.D."** CORSETS In such Good Demand



The specially attractive appearance of **"P. D."** Corsets helps to a very marked degree to make them ready sellers. The many other desirable features found only in **"P.D."** Corsets have won for them a continuously growing popularity. Their style, their comfort, their durability have secured for them the foremost rank in the corset trade. One sale is instrumental in producing another. This is the kind of corset to recommend your customers.

For Samples and Prices write

KONIG & STUFFMANN

Sole Agents for Canada

11 VICTORIA SQUARE, MONTREAL

Crompton Corsets



We are now showing the smartest, best-fitting and best-selling line of Corsets ever seen in Canada. The styles are varied and effective, and the make and finish of the highest order, all productions being extremely stylish.

If one of our representatives has not yet called upon you write direct to us. IT WILL PAY YOU TO HANDLE THESE NEW MODELS.

The Crompton Corset Co., Limited

Toronto.

Brice, Palmer & Co.

Telegrams "Eminent" London

London, Eng.



BRICE, PALMER & CO.,
LONDON, ENGLAND.
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THE "EMINENT" RAINCOATS

Ladies', Misses' and Children's

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Canadian Representatives—

THE BRITISH IMPORT CO.
OF TORONTO

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TORONTO.



Insist on having that **trade mark** on all the **Blankets** you purchase and thus insure getting **good** Blankets. Protect **your interests** by giving us a **trial order.**

The Slingsby Manufacturing Company
BRANTFORD, ONTARIO. Limited

THE MARITIME BOARD OF TRADE.

The Annual Convention at Sydney—Fast Atlantic Service, Steel Shipbuilding, South-African Trade, and other Live Topics discussed by the Business Men of the Maritime Provinces.

THE passenger service of the I.C.R. on the line to Sydney was taxed to its utmost capacity to accommodate the large number of delegates who attended the eighth annual convention of The Maritime Board of Trade. Upwards of 100 delegates were in attendance and came from all parts of the Provinces. The members of the local board who kindly extended the invitation to hold this year's Convention in Sydney had no conception that the magic word "Sydney" would draw such a crowd. Every effort was made to properly accommodate the visiting delegates, but unfortunately the capacity of the hotels was entirely inadequate and several of the fine new business buildings were converted for the moment into hotels, and thus all the delegates were properly housed. An amusing incident on the arrival of the delegates was the race for rooms. The fastest teams were engaged and a furious drive up the hill commenced, and a desperate scramble to get names on the hotel registers, only to find that others had secured places in advance by use of the telegraph.

The first session of the Maritime Board of Trade opened in the County Council Chamber of the Court House at 10 a.m. on Wednesday, August 20. The total number of delegates who were reported from the various districts amounted to the goodly number of 81, which is much the largest number of any meeting of the Maritime Board of Trade since the organization meeting held eight years ago. The following is a list of the delegates :

THE DELEGATES.

Kentville : A. E. Calkins, Pres. Board of Trade; H. B. Webster, M.P. ; Howard Harris, M. G. DeWolfe, Ex Pres. Maritime Board ; Mayor Yould, Robt. Harrington, B. A. Dodge, M.P.P.; E. B. Newcombe.

Sackville : Senator Wood, Geo. E. Ford.

Halifax : W. A. Black, Pres. Maritime Board ; Chas. M. Creed, Secy. Maritime Board ; Geo. S. Campbell, Pres. Halifax Board ; J. E. DeWolfe, Capt. J. Taylor Wood, Geo. E. Faulkner, Andrew McKinley, J. C. Stewart, W. L. Kane, J. P. Longard, J. E. Shotford, Fred. J. Clarke, E. D. Adams, O. N. Payne, J. Scott Chisholm, J. W. Pilcher, F. A. Marr, C. T. Burns, J. W. Devere Stevens, M. Dwyer.

Moncton : Senator McSweeney, C. W. Robinson, Josiah Peters, J. E. Masters, D. J. Welch.

Truro : J. M. O'Brian, C. E. Bentley, Dr. Bligh.

Amherst : N. A. Rhodes, S. A. Everett, John A. Laws, W. A. Filmore, Sec. Board of Trade.

St. John : Thos. H. Summerville, E. L. Rising, R. G. Haley, E. A. Scofield, Jas. A. Seeds, John E. Wilson, T. O Allison, Sec. Board of Trade ; W. S. Fisher, W. M. Jarvis, J. N. Sutherland.

New Glasgow : A. C. Bell, M.P. ; Wm. Mackintosh, Pres. Board of Trade ; Harvey Graham, H. D. Sutherland, S. T. McCurdy.

Wolfville : J. C. Hales, Sec. Board of Trade ; C. R. H. Starr, Geo. E. DeWit, M.D ; R. E. Harris, S. B. Benjamin.

Yarmouth : Robert Caie, E. K. Spinny, Augustus Cann, Pres. Board of Trade ; G. Blake Burrill.

Windsor : A. F. Armstrong, J. B. Black, M.D, W. H. Roach, J. M. Blanchard.

Louisburg : D. A. Morrison, D. J. Kennelly.

Glace Bay : Chas. McKay.

Charlottetown : Horace Haszard, Jas. Paton, J. A. Messery, J. A. Matheson.

Sydney : Dr. McGillivray, E. A. Mackee, E. C. Hanrahan.

North Sydney : W. A. Smith ; G. H. Dobson.

The chair was taken by the president, W. A. Black, of Halifax, and the vice-chairs by the vice-presidents, W. S. Fisher, St. John ; and H. Haszard, Prince Edward Island. The president, in calling the meeting to order, said it was a matter for congratulation that so large a number had attended and accounted for it to a large extent by the fact that the city of Sydney had a great interest for all who were interested in the progress of Canada.

After the calling of the roll of delegates, the president introduced the mayor of Sydney, W. Crowe, who, in a few pleasant words, extended to the Convention the hearty welcome which the local members of the Board of Trade and the council and citizens of Sydney extended to the Maritime Board of Trade.

COMMITTEE ON RESOLUTIONS

The appointment of a Committee on Resolutions of one member from each board was adopted, and the following members were elected and asked to report :

Halifax, Geo. W. Campbell ; St. John, Wm. Jarvis ; Truro, C. E. Bentley ; Yarmouth, A. Cann ; New Glasgow, W. A. MacIntosh ; Kentville, A. E. Calkin ; Windsor, J. W. Blanchard ; Charlottetown, J. A. Messery ; Moncton, J. Peters ; Sackville, Senator Wood ; Sydney, E. C. Hanrahan ; Glace Bay, Chas. McKay, Louisburg ; Dr. Morris, Kings County, P. Innis ; Amherst, John Laws ; North Sydney, P. A. Smith ; Pictou, Robt. Fraser ; Wolfville, Dr. De Wit; Middleton, Geo. Armstrong.

SECRETARY-TREASURER'S REPORT.

To the President and Members of the Maritime Board of Trade.

Gentlemen,—Your secretary - treasurer begs herewith to hand you his report for the current year. After the close of the annual meeting held at Chatham on the 21st and 22nd of August last, and on receipt from the late secretary of one book and papers ; also the balance of cash on hand, $69.75, I commenced preparing all the various resolutions, etc., passed at the annual meeting and forwarded them to the Dominion and Local Governments and to the members of the same where needed, as also to all the various boards of trade in the Upper and Maritime Provinces, and in many cases with good results. The correspondence connected with the same is too voluminous to read as also is the correspondence with the boards for the year. The correspondence with each board is separate and are now both on the table for the inspection of members.

Later in the year I commenced a systematic course of notices to the boards, both affiliated and unaffiliated, and have to report most satisfactory results. I found many boards which it was supposed were affiliated and indebted to the institution had never affiliated, although delegates from those boards attended the annual meetings ; also that a number of affiliated boards, indebted for four years, had ceased to exist. As a result of this special canvass I have the pleasure to report that ten boards have affiliated, viz. : Annapolis Royal, Moncton, Louisburg, Canning, Amherst, North Sydney, Yarmouth, Sackville, Pictou, Glace Bay. Six of which have paid their per capita tax. Four have answered they will pay at the annual meeting. I have collected all the back dues from five boards, thus, this year, commencing with a clean sheet.

I have also thoroughly ascertained the feelings of all unaffiliated boards and have reason to believe that during the ensuing year many of those boards will be on the membership.

The boards of trade in the Maritime Provinces are as follows :

Nova Scotia (24 Boards)—Amherst, Annapolis, Berwick, Bridgewater, Canning, Dartmouth, Digby, Halifax, Kentville, Kings Co., Lunenburg, Liverpool, Middleton, New Glasgow, Parrsboro', Pugwash, Pictou, Stellarton, Springhill, Truro, Windsor, Wolfville, Westville, Yarmouth.

Cape Breton (4 Boards)—Sydney, North Sydney, Louisburg, Glace Bay.

Prince Edward Island (3 Boards) — Charlottetown, Souris, Summerside.

New Brunswick (9 Boards)—Chatham, Fredericton, Moncton, Newcastle, St. John, Sussex, Sackville, St. Stephen, Woodstock.

Total Affiliated Boards 13 (Nova Scotia)—Amherst, Annapolis, Canning, Digby, Halifax, Kentville, Kings Co., New Glasgow, Pictou, Truro,

Windsor, Wolfville, Yarmouth. Doubtful 5—Berwick, Middleton, Stellarton, Westville, Parrsboro'.

Cape Breton 4—Sydney, North Sydney, Glace Bay, Louisburg.

Prince Edward Island—Charlottetown.

New Brunswick 5—Chatham, Moncton, St. John, Sackville, St. Stephen. Doubtful 2—Newcastle, Sussex.

The year now closing has been a banner one with this board with regard to its financial situation, and the receipts will nearly double those of any previous year. The various boards have taken a more live interest than ever before in the endeavor to place the Maritime Board in a first-class position amongst the deliberative commercial institutions of the Dominion.

CORRESPONDENCE.

I would beg leave to impress upon secretaries of boards the great necessity of answering correspondence promptly. When it remains unanswered the business is sure to lag. Correspondence quickly answered is the life and vitality of trade and all institutions.

PERMANENT SECRETARY.

This is a most important office and the yearly change of secretaries has been in a great measure the cause of the board's loss of vitality.

EXECUTIVE COUNCIL MEETING.

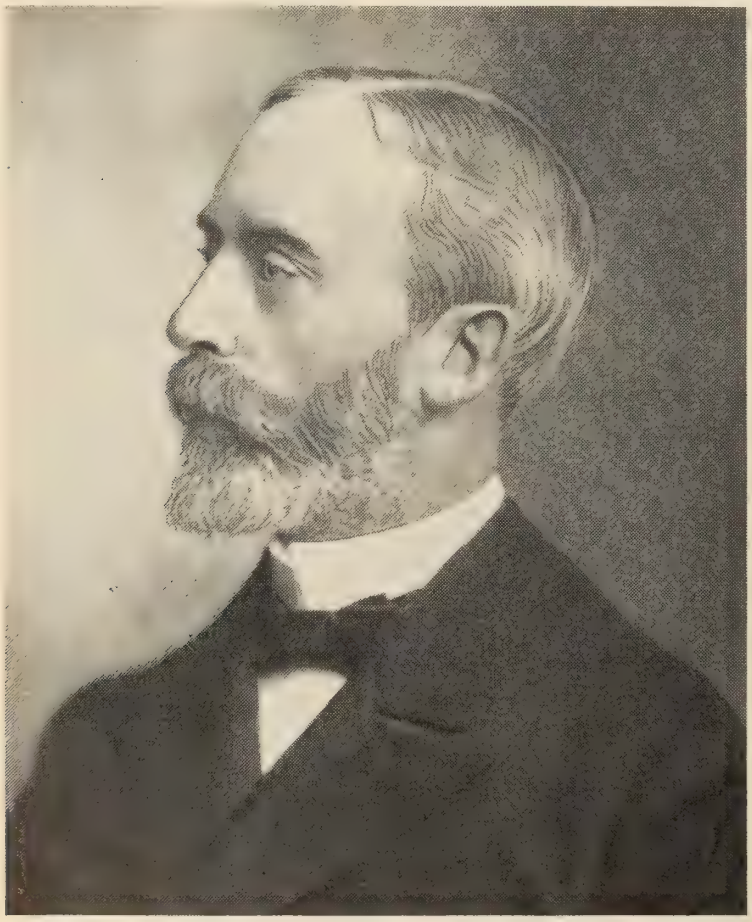
A meeting of the Executive was held at Truro on June 14. The business transacted there is contained in the minutes which will shortly be read.

In conclusion, I beg to say that during the year I have had the interests of the board fully at heart and have industrously worked for the benefit of the institution, at the same time doing all in my power to assist your worthy president, in which I had the very able assistance of our late lamented fellow-member, James A. Chipman, M. C. De Wolfe, of Kentville, and W. S. Fisher, of St. John, one of our vice-presidents, who did excellent work corresponding with many of the boards.

ACCOUNTS FOR THE YEAR.

The accounts for the year are all prepared, but as several boards will pay their capita before the close of this day's meeting, they will be presented to-morrow for your approval and audit.

CHARLES M. CREED,
Secretary-Treasurer.



Mr. Horace Haszard, Charlottetown, P.E.I., President of the Maritime Board of Trade.

W. H. Roach, seconded by G. De Wolfe moved a vote of thanks to the secretary-treasurer. Mr. De Wolfe in his remarks said the meeting was the best meeting he had ever attended but one and that was the meeting of the Canadian Manufacturers' Association at Halifax. He spoke in warm terms of appreciation of the energy and work done by the secretary, and although an old man he was better than men much younger.

The president also spake feelingly of the valuable services rendered by the secretary.

In reply, Mr. Creed, the secretary, said he was not a public speaker but a worker, and as reference had been made to his age, he felt as young as he used to be, and he was proud to say he had doubled the finances of the board this year.

The vote was given with loud applause.

THE PRESIDENT'S REPORT.

To the President and Members of the Maritime Board of Trade:

Gentlemen,—It affords me unfeigned pleasure to greet you at the eighth annual Convention of the Maritime Board of Trade in such a rapidly growing centre of industrial activity as Sydney. On the western portion of this continent we have become more or less accustomed to the rapid rise and continuous progress of localities previously comparatively unknown to the world at large, but the development of the flourishing city in which we are now assembled in the brief space of three years is without a parallel in either hemisphere. The important interests with which the two Sydneys are now identified have made their names familiar as household words in all the great centres of trade, and the Maritime Board of Trade may certainly regard it as a subject of congratulation that its deliberations are being held at a vantage point destined, in the very near future, to enhance the status and prestige of the Maritime Provinces of the Dominion in a marked degree.

The last annual meeting held at Chatham, under the presidency of W. S. Loggie, was well attended and full of interest even to its closing hours.

CORONATION OF EDWARD VII.

The great event of the past year has undoubtedly been the Coronation of our Monarch in the chair of St. Edward, which notable Imperial ceremony has at length taken place, shorn of some of its splendor in consequence of the King's illness, but significant still in its grandeur of the power and might of the great Empire of which we form a part. The termination of the war in South Africa added lustre to the occasion, and the eyes of all are now turned in the direction of restoring harmony in that desolated portion of King Edward's Dominions and substituting the blessings of peace for the horrors of war.

TRANSPORTATION.

A period of seven years has elapsed since the formation of the Maritime Board of Trade at Halifax. It may be of interest to take a brief retrospect of the aims and objects, the solution of which led to a concentration of efforts on the part of local boards in the three Provinces. The leading question advanced in the address which I had the honor of presenting to your notice in August, 1895, was "Transportation," and it may, with truth, be admitted that it is still the most important subject with which we have to deal. The tariff, cold storage, local assessment and arbitrary fire insurance rates were also subjects brought forward at the inception of this board. One or two of these matters have been so far regulated as to render further agitation of them needless.

The transportation question, however, is always with us and it seems probable

that in those Provinces by the sea it will, at all times, be the first on our programme. A certain amount of progress has been made in railway transit facilities during those seven years, but much remains to be accomplished. While it may be beside the mark to attribute eastern railway progress to any special efforts of this board, there can be little doubt that the mere fact of the existence of such an organization has acted as a beneficial stimulus for the promotion of legitimate railway enterprise. The Maritime Provinces, in common with the other Provinces of the Dominion, right away across to the shores of the Pacific, undergo the same experience as the result of contiguity to the United States border, and it is not uncommon in some localities to find a run to the land of our great neighbors more easy of accomplishment than a corresponding journey of the same relative length within our own limits. In the Island of Cape Breton, both internal and external rail and steamship communication have obtained a more satisfactory impetus within a recent period; the advantages resulting must prove of great ultimate benefit in modifying the disposition to seek fresh fields of endeavor and possibly diverting the stream back to our own channels in Nova Scotia, New Brunswick and Prince Edward Island.

SUBSIDIZING PARALLEL RAILWAYS.

Public attention has been drawn in the Upper Provinces of late years to the absolute necessity of calling a halt in the policy of subsidizing parallel lines of railway, but a few miles apart, in districts already amply provided for. Nothing of this kind has ever taken place in the Maritime Provinces, where, as a rule, a contrary policy has unfortunately prevailed, resulting in hampering and restricting the proper development of their resources on modern lines. A change is being gradually brought about in this vital matter, and the Ottawa authorities are beginning to recognize that the prosperity of the whole Dominion is largely interwoven with the contingency of doing justice to the east as well as to the west. Before passing from railways and in looking forward to a fast service on the Atlantic it would be, I think, desirable that this board urge on the Minister of Railways and the Government that serious consideration be given to the shortening of the Intercolonial road, reducing the grades and double-tracking where necessary.

MARITIME UNION.

The South Shore Railway of Nova Scotia has taken tangible form since our last annual meeting and the work of construction is on the eve of being vigorously started. That five of the earliest settled and most flourishing counties in the Maritime Provinces, so favorably situated (geographically) for extensive business operations, should have been obstructed for so many years from securing adequate railway facilities emphasizes the need of Maritime Union from a political point of view in the clearest manner.

IMPROVED SERVICES.

The Midland Railway, serving Hants and Colchester in Nova Scotia, has been opened since our last meeting, and it is understood that the negotiations in progress for the Musquodoboit Valley Railway eastward to Guysboro' and the Strait of Canso are nearing a satisfactory conclusion.

In the Province of New Brunswick the leading feature is the proposed transfer of the Canada Eastern Railway to the Canadian Pacific Railway and its incorporation with that company's system.

The railway conditions in Prince Edward Island show no special feature of new interest, communication by both land and sea being reasonably adequate.

Local transit by steam vessels on the Atlantic coast of the Dominion (almost wholly within the limits of the Maritime Provinces) is admitted to be on a fairly satisfactory basis, although much criticism has been directed at the substitution of the ss. Lunenburg for the ss. Prince Edward on the route between Halifax and Yarmouth.

UNSATISFACTORY ATLANTIC SERVICE.

As regards communication between the Maritime Provinces and the Motherland the unsatisfactory conditions which have obtained ever since Confederation was brought about, remain in full force. The Atlantic mail service, which, if properly



Chas. M. Creed, Halifax, the Permanent Secretary.

conducted at the nearest points to Europe in the Maritime Provinces, might be made one of the most efficient in the four corners of the globe has gone from bad to worse, and it has come to knowledge that the credit of one of the Maritime Provinces recently ran the risk of being seriously jeopardized in consequence of the remittances for the interest on its bonds in London having been entrusted to one of the subsidiztd apologies for mail steamers that carry His Majesty's mails across the Atlantic at the same rate of speed in vogue 62 years ago, at the inception of trans-Atlantic navigation. It has long been known in the Maritime Provinces that this backward state of affairs in the important matter of mail communication with England is largely the result of the divided phase of ocean navigation during the summer months by the St. Lawrence route. It has been borne patiently by the good people of Canada down by the sea, although not without unceasing protest, for a period of well nigh 30 years, the fact being well understood that improved mail and passenger communication with the Old Country formed essential conditions of the terms of union. The deterioration of the Atlantic mail service and the spasmotic experiences of permitting cattle steamers to "drift" across the Atlantic with the mails, affords an exhibition of public indifference and resignation in sharp contrast with the complacent language in which Canadians generally indulge when conning over the lavish expenditure of Dominion funds to further other great public requirements. At the seat of Government, in the very kernel of the Dominion, it is necessary for the postmaster to warn merchants and citizens in the official Post Office Time Table that if they wish their correspondence transmitted by the National Canadian Subsidized Atlantic Mail Service, such correspondence must be "specially" addressed "Via Canadian Route," otherwise it will be transmitted by the United States. No one phase of the transportation question is of greater significance to these sea-girt Provinces than the Fast Atlantic Service, and, as usual, it will be one of the principal subjects for your consideration, and there should be no uncertain sound as to the class and speed of the service, nothing inferior to the best and fastest crossing the Atlantic should receive Government recognition; in fact, to use a familiar forcible expression, Canada should go one better! Adopt a Maritime port all the year round, then the one-fifth of the population of this fair Canada would have the speedy service to which they are entitled and the four-fifths would not suffer by the delay of one single hour but would rather be the gainers.

In connection with the transportation interests and in direct touch therewith, the item of

STEEL SHIPBUILDING

is fraught with unlimited possibilities for the Maritime Provinces, and it will doubtless appear on the list of subjects for your deliberations. The results achieved on the Clyde, the Tyne and the Mersey by means of this far-reaching industry are familiar to you all. It should be remembered, however, that the industry has been long established in those quarters and it will be well to derive our lessons from more recent developments. A considerable revival of the art of shipbuilding on the modern lines, consequent on the substitution of steam for sail, has taken place in the neighboring Republic, but Germany affords the most striking object lesson for our Maritime Province people in this regard. The following extract from the April number of The German Export Review, published simultaneously in Stuggart and London, is well worthy of thoughtful consideration:

As late as 1890 more than one-half of all the ships required by German shippers were still being built in England. Hamburg and Bremen had extended their connections to all parts of the globe, and also other German seaports prospered, but our dockyards could not keep pace with the requirements (a state of things fully discussed at the time in the book of Director Haack and Admiralty Counsellor Busley). In 1895, however, the latter was in a position to report on most substantial successes by our shipbuilders, but England still remained in the first rank with our fast steamers Lucania and Campania. The last bar was duly scaled and in 1898 the German shipbuilding industry won the laurel with

the famous steamer Kaiser Wilhelm der Grosse, built by The Vulcan Company at Stettine, for the North-German Lloyds. On her first voyage she displayed in prominent letters on either side the significant words "Made in Germany," and thus distinguished she entered New York harbor. Tecklenborg's dockyard had previously carried off the palm in the sailing line with the five-masted sailing ship Potosi. M. Schichau since the nineties, with his torpedo boats, has also conquered the first place in the markets of the world.

The Maritime Provinces, and even Canada as a whole, it may be admitted, can hardly venture to enter the lists seriously with Germany, but the deductions are obvious. The Deutcheland has since converted the Kaiser Wilhelm der Grosse into a back number, and more recently still the German Emperor honored with his presence the launching of a record-breaker designed to eclipse the Deutcheland.

The subsidiary industries connected with steel shipbuilding are so numerous and varied that a well-known authority has designated the shipbuilding industry as one of the grandest within the compass of modern effort.

CONFERENCE OF COLONIAL PREMIERS.

The Conference of Colonial Premiers which has just been brought to a close in London has had under consideration a number of highly important subjects, some of which have special interest for the Maritime Board of Trade. I have already referred to the Fast Atlantic Service and the question of a direct line from the Maritime Provinces to Capetown and Australia may also come up for your deliberation. These questions were prominent at the Toronto Conference of Canadian Boards of Trade which was attended by numerous delegates from Maritime Province Boards, whose voices and influence are frequently with us at meetings of this board. It seems impossible to doubt that these assemblages of active and energetic business men on both sides of the Atlantic are certain to produce results of permanent benefit to the commerce of the group of nations forming the British Empire.

FIRE INSURANCE RATES.

Much feeling has been aroused throughout the Provinces because of the decisions of the boards of underwriters to largely increase rates. Protests have been set up and strenuous efforts have been made to counteract this determination of underwriters without any good results.

In our business relations it is always desirable that the best of feeling exist, but I fear that in many cases, at least, this feature, once so universal, does not now prevail.

If it be true that the fire insurance business of the Maritime Provinces has been profitable to those engaged in it, then the money exacted for advanced premiums must be absorbed by losses in the western sections. We should continue our protests and agitate until more moderate rates are granted.

One new Provincial company, The Nova Scotia Fire Insurance Company, launched since our last meeting, deserves hearty support.

MARINE INSURANCE.

Marine insurance is a subject which has agitated the minds of the business people of the Maritime Provinces for years past, and I regret to say that apparently no progress has been made towards removing what was admitted even by individual underwriters on the floor of Lloyds to be not only unfair and unjust, but grossly so. There is no justification for the excessive rates of premium applicable to Maritime Province business rates, 20 to 50 per cent. in excess of those charged on United States business and in some cases in excess of those applicable to the St. Lawrence.

I will not further occupy your time with this subject, but in leaving it express the hope that this board will again protest in unmistakable language against this indefensible discrimination by underwriters.

WEST-INDIAN TRADE.

There has been during the past few years a growing interest in this branch of the trade of Canada. Farm products and manufactured goods once foreign to



W. A. Black, Halifax, Past President.

those Southern markets are growing in favor and things Canadian are sought after. The prejudice which has existed for years against Canadian flour is now almost wholly overcome. Facts are stubborn things and the West-Indian consumer has realized this one, namely, that a barrel of Canadian flour is superior to a barrel of American flour, costing the same money, consequently a better loaf is obtained. On a recent trip through the Islands a representative of one of Canada's milling companies sold about 25,000 barrels of flour, something that could not have been accomplished in five seasons previous to 1895.

It seems fitting that mention should be made of the energetic efforts of so influential a body as the Canadian Manufacturers' Association to bring the West-Indian markets prominently and forcibly before the beehives of Canada in sending its president and secretary to the various West-Indian Islands. This delegation was most painstaking, making inquiry into every detail of the trade, and I would commend the report which it submitted to its Association to your careful perusal. The result has been an awakening of widespread interest in these markets throughout the Dominion and the representatives of manufacturing firms are to be found on almost every West-Indian liner.

At its meeting in Halifax last week resolutions bearing still further upon West-Indian trade were unanimously passed, which should receive hearty endorsation by this board.

CANADIAN COAL IN THE WEST INDIES.

Some thousands of tons of coal have been sent from these waters to the West-Indian coaling stations, and for the first time in the history of Canada Canadian steamers are this year buying Canadian coal in the West Indies. The by-products of the coal treated not far from us as we sit here have also been sold there for the first time this year. I must not, however, specify any particular articles of manufacture that may find purchasers in the South, but will risk the broad statement that all and everything which is manufactured in Canada, as well as the products of our lands, can find buyers.

It is a matter for congratulation that prosperity in a marked degree prevails throughout the Maritime Provinces; in fact, over our whole Dominion.

TOURIST TRAVEL.

is supremely important to the Maritime Provinces and each and every board throughout the land should use its utmost endeavors to encourage the same.

It would be presumptuous for this board to take credit for more than lending assistance towards directing the destiny of our common country, still, whilst small, comparatively speaking, we represent varied and important interests throughout the Maritime Provinces and our influence has been felt in support of reforms and working out much of our country's benefit.

STEAMSHIP SERVICE TO SOUTH AFRICA

I will simply mention as two important subjects upon which the board has passed judgment, the South-African Steamship Service and the Fast Line (so-called). The former would appear from reports which have reached us since penning reference to this line in the earlier part of this address to be an accomplished fact. The latter project has received an impetus which we now believe it will not lose until all difficulties have been overcome.

THE LATE J A CHIPMAN.

By the death of the late Mr. Chipman the Maritime Board of Trade is called upon to mourn the absence of one who had taken a whole-souled interest in all our proceedings ever since its foundation. He has attended, we believe, nearly every one of our annual gatherings, and his presence and invaluable counsel will be greatly missed on the present occasion. On questions of freight rates, especially in connection with flour and grain, our lamented fellow-member was an admitted authority, and a deep interest was also shown by him in transportation matters, of which he took a broad view at all times, although stoutly maintaining Maritime Province rights.

In conclusion, I congratulate you, gentlemen, upon the flourishing state of your board. Never have there been so many affiliated boards—27 in all—and in good

standing, never so financially easy, never so large and enthusiastic a meeting. This prosperity is largely due to our aged (although retaining all the energy of youth), Secretary C. M. Creed, who has been untiring in his efforts on behalf of the board during the past year.

I feel that I have trespassed too long upon your time, and in closing beg to thank you for the confidence reposed in me in having elected me to the responsible position of president of the Maritime Board of Trade.

W. A. BLACK,
President.

Mr. Blanchard, Windsor, moved the adoption of the address, which was seconded by M. G. De Wolfe, and carried by a rising vote.

SUBJECTS FOR CONSIDERATION.

Peter Innis, of Kentville, reported the result of the Committee on Resolutions, and the following were adopted at the instance of M. G. De Wolfe :

1. Halifax.—" Forest Preservation."
2. St. John.—" The Development of Transportation Facilities."
3. Sydney.—" Subsidizing Steel Shipbuilding."
4. Truro and Halifax.—" Better Country Roads."
5. North Sydney, Halifax and New Glasgow.—" The Union of Canada and Newfoundland. Better Trade Relations with the British West Indies."
6. Glace Bay.—" Reopening of the harbor and the building of a public wharf.
7. Windsor.—" The Route of the South-Western Railway."
8. Yarmouth.—" The urgent necessity of better aids to navigation on the Atlantic Seaboard."
9. Wolfville.—" Better Steamboat and Mail Service on Minas Basin."
10. Kentville.—" In what manner can the efficiency of the Maritime Board be increased ? "
11. Pictou.—" Government Ownership of the Fast Atlantic Line."
12. Kings Co.—" Is not the Fast Atlantic Service an absolute necessity in the development of the Maritime Provinces ? "
13. Louisburg.—" Extension of the I. C. R. to Louisburg and Glace Bay "
14. Moncton.—" The encouragement of insurance on stocks of goods by small country traders."
15. St. John.—" South-African Trade."
16. Yarmouth and Digby.—" The desirability of daily steamship communication between St. John and Digby throughout the year."
17. " Discrimination of Marine Insurance Companies against Canadian Ports."
18. " Portage."

FOREST PRESERVATION.

The first subject, " Forest Preservation," was then taken up and introduced by Geo. E. Faulkner, Halifax. He said when we consider the vast importance of the lumber trade and the pulpwood industry of this country, it was well for us to reflect on the value of the forests we possess. The Governments of Europe are paying close attention to this subject ; so also are those of the United States and Ontario. He suggested that it was time the Legislatures of the Maritime Provinces should take up this subject, especially as Canada was so rich in its forests. He stated that while Britain had only 14 different woods and Europe, 35, the Dominion of Canada possessed no less that 121 kinds.

J. E. De Wolfe, Halifax, seconded the resolution and said it was desirable that something should be done at once towards the preservation of our forests in the Maritime Provinces. He referred to the interest the United States were taking in this subject by sending 30 students to Germany to study the question. He thought the cut should be restricted and better fire protection given the forests. S. B. Benjamin, Wolfville and Geo. S. Campbell, Halifax, also spoke to the resolution, and it was carried unanimously.

DEVELOPMENT OF TRANSPORTATION FACILITIES.

W. S. Fisher, St. John, introduced the next subject, " The Development of our Transportation Facilities." He said there is no more important question before the people of Canada than transportation. It applied to the railway and to the steamship. With the rapid growth of the Northwest our facilities for transporting were entirely inadequate at the present time. What would it be when the country was fully developed and the crops were four times the size of the present production ? He called attention to the fact that the vast expansion of shipping over United States railways and American ports was marked. While in 1897 we imported through United States ports to the value of $16,000,000, in 1901 it had increased to $21,000,000. Notwithstanding this increase of imports through United States ports, the exports of Canadian products through United States ports and over United States railways showed a still greater increase, amounting in 1897 to $16,000,000 and in 1901 to $36,000,000. It behooved Canada to take some steps to bring about a change in this condition of affairs. His resolution read :

Whereas the rapidly developing resources of Canada have rendered the transportation question one of the most important to the future prosperity of this country, and

Whereas, it is most desirable in the national interest that every effort should be made to have the import and export trade of Canada carried on over Canadian routes and through Canadian seaports, and

Whereas, to carry this out most effectively, it is necessary that our national waterways and ports be so thoroughly protected and equipped that the traffic may be carried on with the greatest possible safety and rapidity and at the least possible cost. Therefore,

Resolved, that this board expresses its approval of the action the Government have already taken to bring about this result, and the further hope that no effort will be spared to assist in placing our ports and lines of communication in a position to secure the bulk of Canadian commerce in summer and winter.

Further resolved, that a copy of this resolution be sent to each member of the Dominion Government and to each Canadian board of trade.

Senator Woods, Sackville, seconded the resolution in a thorough review of the development of transportation, both by water and land. Senator McSweeney, Moncton, also spoke on the subject and suggested that if the Canadian railways would reduce their rates to compete with the United States railways, the question of using all-Canadian routes would be settled.

Harvey Graham, New Glasgow, asked that the resolution should be more specific as it would then call attention and create discussion. He advocated the approval of greater expenditure of money by the Government to improve transportation.

J. P. Longard said he approved of the extension of the Intercolonial to the Great Lakes and would ask the Government to do so.

Other speakers who took part in the discussion were Mr. Spinny, Mr. Haszard, P.E.I.; Mr. Paton, P.E.I. It was then referred to the committee to amend.

The delegates, on adjournment for lunch, were photographed on the steps of the Court House.

UNION OF CANADA AND NEWFOUNDLAND.

The union of Canada and Newfoundland and better trade relations with the British West Indies was the next subject discussed by the meeting, and was ably presented by D. H. Smith, of North Sydney, who read the following resolution :

That, whereas closer trade relations with all the British colonies within the Empire is desirable, and

Whereas, the union of Newfoundland with the Dominion of Canada has long been a subject of interest in both countries, and,

Whereas, the trade between Canada, Newfoundland and the West Indies is capable of great expansion, and should be on a basis of the greatest benefit to all. It is,

Therefore resolved, that in the opinion of this board it is desirable that the Government of Canada should endeavor to establish closer relations with Newfoundland and the British West Indies, whether by Federal or commercial union.

Mr. Smith said it was a subject of vital importance to the whole of Canada. In the past year there had been carried

between North Sydney and Newfoundland 20,000 people and about 15,000 tons of freight. All the products of the Maritime Provinces found a market in Newfoundland, although they met with a heavy duty. This could be overcome by a union of the colonies. Newfoundland's debt of $18,000,000 was quite heavy, but as an offset to this debt she had very rich mineral deposits. Under federation it would give to Newfoundland a free breakfast table of which Canadians were so proud. Regarding our relations with the West Indies, he suggested that we required many of their products, and already our products found a good market there. The condition of the people there presented some obstacles, but the solution was closer trade relations with Canada.

J. Devere Stevens, Halifax, seconded the resolution in an able speech, giving his personal experience on this island.

A. C. Bell, New Glasgow, also spoke to this resolution. He said they held the gateway of Canada, and there was a pressing necessity to compel Newfoundland to attach herself to Canada. "We can none of us fail to recognize the fact that Newfoundland is a necessity to Canada. Give them good terms and they would come in." The resolution carried by a unanimous vote.

James McKay, Glace Bay, proposed the following resolution, but as it was not seconded it was laid on the table :

Resolved, that the Maritime Board of Trade views with favor the decision of the Government to spend $10,000 for the placing of Glace Bay harbor in such a condition that it will be of service to the mercantile community.

The following resolution was then introduced by H. G. Harris, of Kentville, for E. C. Hanrahan, Sydney, and seconded by H. G. Harris.

Whereas, it is desirable in order to further increase the usefulness of the Maritime Board of Trade that the organization should make arrangements with a proper trade journal to publish an official report of its annual gathering and throughout the year to be a medium for the dissemination of information and official notices of the board to its members, and,

Whereas, that in the past journals of Upper Canada have more or less been regarded as the organs of the Maritime Board and that it is desirable that the official organ should be published in the Maritime Provinces.

Therefore, resolved, that a committee be appointed to look into the question of an official organ of the board and that said committee make proper arrangements for this purpose, reporting back to the board the action taken.

Mr. Harris named J. C. Studart, of Halifax, as one of the committee, but he refused to act. The resolution was carried and referred to the incoming Executive Committee.



A HISTORICAL GROUP—The Group of Members of the Maritime Board of Trade at Sydney that offended Judge Meagher.

INSURANCE ON STOCKS IN COUNTRY STORES.

The encouragement of insurance on stocks of goods by small country traders was introduced by Mr. McSweeney

FURS

Excellence of workmanship, combined with the lowest possible margin of profit, has ever been our watchword.

WE SOLICIT YOUR TRADE.

RUTENBERG & ALEXANDOR

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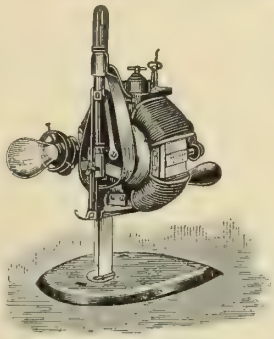
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and seconded by J. Messery, and was carried without discussion. The resolution read :

Whereas, many merchants in the country districts, towns and cities are not in the habit of insuring their stocks of merchandise and business premises sufficiently, or not at all, and,

Whereas, it is highly important and most desirable that all merchants should keep their property well insured.

Therefore resolved, that the Maritime Board of Trade takes this opportunity of directing attention to this important matter and recommends merchants to seriously consider their position in relation to this question.

SOUTH-AFRICAN TRADE.

South-African trade was next brought up by W. H. Fisher in the following resolution :

Resolved, that the Maritime Board of Trade heartily approves of the action of the Dominion Government in establishing steamship communication with South Africa, and desires to emphasize the importance of extended intercommunication between Canada and South Africa, the West Indies and other British colonies.

The resolution was seconded and carried without discussion.

FRIDAY'S SESSION.

THE JUDGE MEAGHER AFFAIR.

The first business before the meeting was the report of the committee who were appointed the previous evening to investigate the Judge Meagher episode. The report read :

To the Maritime Board of Trade :

The committee appointed to inquire into the circumstances connected with the committment of J. E. De Wolfe, vice-president of the Halifax Board of Trade and a delegate from that board to the Maritime Board of Trade, to the custody of the sheriff of the county of Cape Breton by Mr. Justice N. H. Meagher of the Supreme Court of Nova Scotia, have to submit the following report :

That the circumstances under which the committment of Mr. De Wolfe was made appears to have arisen from Mr. De Wolfe resenting certain language used by Judge Meagher regarding members of the Maritime Board of Trade.

That the interview between Mr. De Wolfe and Judge Meagher appears to have taken place on the steps of the county court house, rooms in which had been placed at the disposal of the board through the courtesy of the municipal authorities, or in the vicinity thereof.

That as far as the committee could ascertain Mr. De Wolfe, in the course of the interview, stated to Judge Meagher, that he, the judge, had used disgraceful language, and that Mr. De Wolfe was therefore committed to the custody of the sheriff as aforesaid.

That upon Mr. De Wolfe expressing his regret that he had used the word disgraceful the committment was canceled.

That the committee do not feel called upon to express any opinion as to Judge Meagher's conduct or language.

All of which is respectfully submitted

WM. JARVIS,
G. S. CAMPBELL.
HORACE HASZARD,
G. E. DE WIT.

Sydney, N.S., August 21, 1902.

The report was adopted, but several members spoke strongly in terms of disaproval of the Judge's action.

BETTER MAIL AND STEAMBOAT SERVICE.

The next subject was "Better Steamboat and Mail Service on Minas Basin." Dr. G. W. E. De Wit, who presented the resolution, spoke strongly in its favor, and the seconder, M. G. De Wolfe, ably supported him. The resolution was carried unanimously.

STEEL SHIPBUILDING.

One of the most important subjects before the board was then taken up. This had been deferred until to-day at the request of the Sydney and Halifax boards. The subject was "The Subsidizing of Steel Shipbuilding." E. A. Mackee, of Sydney, moved the resolution, which read :

Whereas, it is most desirable that Canadian products should, as far as possible, be carried in Canadian-built ships, and,

Whereas, the establishment and operation of large shipbuilding plants in Canada would prove to be of immense advantage to the whole country, and,

Whereas, other Maritime centres have either directly or indirectly given liberal financial assistance to their merchant marine, and prospective Canadian builders are therefore seriously handicapped in competing with the old-established yards of Europe and the United States.

Therefore, resolved, that the Federal Government of Canada be asked to grant a tonnage bounty large enough to enable Canadian builders to compete in this industry and have it extended over a term of years sufficiently long to secure the permanent establishment of this industry, which is vitally important to the business interests of the country.

Mr. Mackee said every member of this board is thoroughly convinced of the fact that steel shipbuilding is of the greatest importance ; also every person knows that any nation that has attained fame and supremacy in the world owes it to the building of ships. He then referred to the ancients who succeeded each other by their superiority in the building and possessing of ships. England's enviable position as a maritime power was owing to an Act of Parliament, which gave bonuses to shipbuilders. It is a matter for us in Canada to consider whether we should or should not take up this great industry. "We are here as the fairyland and we should seize the opportunity to put ourselves to the front. It would be very remiss, indeed, if we do not do so."

Geo. E. Campbell, Halifax, seconded the resolution. He endorsed the building of steel ships as one of the national industries of these Provinces. "The Local Government have granted a bonus of $100,000, but we must have yards built on a large scale ; we must import skilled labor, and the Federal Government should give a bounty of so much per ton for a number of years. A united effort in this direction will result in a bounty. Every board of trade is directly interested in this question, and should pass strong resolutions this fall before the meeting of the Federal Parliament, and, if successful, and no doubt it will be, it would be on an enormous scale."

M. E. G. De Wolfe, said Mr. Campbell's remarks were the key note to the situation and they would get what they wanted if they would work together.

The resolution passed unanimously.

FAST ATLANTIC SERVICE AND MARITIME PROVINCES.

"Is not a Fast Atlantic Service an absolute necessity in the development of the Maritime Provinces ?" was a subject introduced by Capt C. O. Allen, Kentville. He said that England was anxious to promote a Fast Atlantic Service and we had everything to gain and nothing to lose. A consideration of the transportation question from our grain belts shows a vast field for improvement. In one shipping season alone, out of 6,000,000 barrels of flour and 200,000,000 bushels of cereals, the greater bulk of which came from the Northwest, 5,850,000 barrels of flour and 170,000,000 bushels of wheat were carried through United States channels, while only the comparatively small quantity of 150,000 barrels of flour and 30,000,000 bushels of wheat and corn passed through the channels of Canada. It is estimated that 24,000,000 tons of freight that should have gone through Canadian ports, passed through the waterways to Buffalo, thence through the Erie canal to New York and were finally placed on the markets of the world as the product of the United States, thus keeping our own country in obscurity and building fame for our border competitors.

It was pointed out only last month by James Osborne, general superintendent of the Atlantic Division of the C.P.R., that $46,000,000 worth of our own exports were handled by other ports because of our lack of proper facilities.

An at present minor product of Ontario, the cheese export, shows that a large quantity of this article, which the consumers supposed was purely of United States manufacture, coming as it did through New York, was really Canadian which had passed over Suspension Bridge into the ports of the adjoining Republic.

Capt. Allen strongly urged the meeting to see that every influence be brought upon the legislators of the Maritime Provinces to earnestly entreat the Federal Government to carry out this Fast Atlantic Service. "Heavy subsidizing by a Government to promote a new trade is open to controversy, as particular concerns would reap the benefits and handicap outside competing lines," he continued, "Canada's present situation is vastly different, for we have the trade but not the means, and consequently our transporting is being conducted and carried through another country. There is no doubt that if the Canadian Government will assist in operating a fast line for ten years, the country will be in such a state of prosperity that the subsidies can then be withdrawn, when the trade

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will offer its own inducements to carry out the requirements, and Canada will forge ahead by leaps and bounds, similar to the prosperity the border Republic enjoyed during the period between the years 1870 and 1891, when its population increased 24,000,000 in 21 years, while this vast Dominion with as great possibilities was standing virtually still.

"If we review what other nations have been doing along this line, we will find that their commercial prosperity has been built up by Government assistance.

"The Canadian blue book shows $200,000 subsidy paid to trans-Atlantic steamship companies. At the Colonial Conference held at Ottawa some years ago, it was pointed out by the Postmaster-General that this amount was inadequate and far belaw what was actually required for the rapid handling of mails. At present the merchants of Liverpool stamp on their mail matter 'via New York' on the very day that the Canadian mail boat leaves Liverpool via Moville or Rimouski, preferring to have it go by the circuitous and indirect route to Southampton, where the United States mails leave during certain days of the week, thence to New York and finally over the long-rail route to Montreal, Sydney or Halifax. Experience has proven that owing to slow Canadian mail boats and subsequent delays around the Grand Banks and Gulf of St. Lawrence, the mails will actually reach their destination with much more certainty.

"It appears unnecessary for a Government to grant a large subsidy to a fast freight line. We have been striving for a long time to secure a fast mail service, and even in trying for this why should we weaken our hand by asking too heavy a subsidy, such as would be required to carry out both the mail and freight services? The three or four boats required to complete the mail service would carry all our perishable freight. The greater bulk of our freight, which is not perishable, could go by slower and less expensive boats.

"The speed of Atlantic mail boats is increasing every year, it being only a question of the trade paying the price. Let not Canada's interests be sacrificed, but let us have a line not only as fast as any now afloat, but as fast as any now building on the stocks in Europe. The North-German Lloyd boat, now under construction, is to be a full knot faster than any at present in commission.

"The Allan line, trading up the St. Lawrence, lost eight ships in as many years, besides many other accidents, entailing loss of life and property, owing to these steamers running through a region abounding in ice, where the percentage of fog reaches the maximum, threading up a long and dangerous Gulf into the narrow and shifting channels of the river. Against this let us compare the record of the Cunard boats, plying between Liverpool and New York, where they have run an unbroken record of 62 years without losing a life, and nearly as long without the loss of a letter.

"The St. Lawrence, from its geographical position, with its long pent up channel, has had in the past so many serious accidents, which have unfortunately given a bad name to the whole Canadian waters. Only during the brief period of three months that navigation has been open in the Gulf there have been calls on the underwriters amounting to three-quarters of a million dollars.

"The Hydrographic Office at Washington has just issued charts, dated July, 1902, taking data from the past three years, 1898 to 1901, which show that during the month of July a region at about 320 miles south of Cape Race, fog exists 17.6 days during that month, when only 60 miles further south there are only 1.8 days of fog. Around this latter spot the White Star, Cunard and North-German Lloyd ships pass, and so must the fast Canadian mail boats, no matter where the terminus may be. Through a region like the former the mail boats would have to go under a greatly reduced speed."

The resolution read:

Whereas, public opinion in Canada has pronounced emphatically in favor of a fast service between Canada and the United Kingdom, equal in speed and appointment to any crossing the Atlantic;

And whereas, we are of the opinion that full advantage should be taken of the ports of the Maritime Provinces, which are hundreds of miles nearer the commercial centres of Europe than the inland ports of Canada, and especially as ocean routes can be followed to these ports which are quite as safe and shorter than those taken by the fastest ships out of New York;

Therefore resolved, that the representatives of the Maritime Board of Trade here assembled urge the Government to take immediate and definite action on this question by granting the necessary subsidy to insure the inauguration of such a service with the least possible delay;

Further resolved, that ocean routes to be followed by steamers of the line should be such as would enable them to run as nearly as possible at full speed from port to port, with the least risk of danger or detention by fog or ice;

And further resolved, that in the opinion of this Convention the terminus in Canada should be the nearest available port to Europe, where ships of such large size can come and go with safety and despatch at all seasons of the year.

The resolution was seconded by M. G. De Wolfe, of Kentville, who said he had always strongly favored a fast Atlantic service, and believed we should go about this matter with great earnestness. He referred to the late Mr. Chipman as having done a great deal in bringing this matter to the attention of the Maritime Board.

G. H. Dobson, of North Sydney, depreciated the adoption of a 20-knot service, and considered that it would be a waste of public money. "We must have the very fastest steamers afloat," he said. He also insisted that the port of Sydney must be a port of call.

G. S. Campbell, Halifax, agreed with the previous speakers. He said a great change of sentiment had taken place in Canada in regard to the fast Atlantic service, and the West were now strongly in favor of it. Nova Scotia had always been in favor of a first-class service. The time had now come to consider the details and the terminus of a fast Atlantic service. The ports available were Montreal, Quebec, Sydney, Halifax, and St. John. The questions to be considered were the speed of the ships, safety of the route, and the most available port all the year. He considered that it would be to the best interests of all for the line to call at one port all the year round.

Jas. Paton, Charlottetown, P.E.I., considered the Quebec route the back door to Canada, and thought that Halifax should be the all-year port.

H. C. V. LeVatte, Louisburg, took exception to the previous speaker's remarks, and stated that if the nearest port was selected then Louisburg was the nearest port to Europe.

Dr. De Wit: The nearest and safest port?

Mr. LeVatte: That answers for Louisburg.

Wm. Jarvis, St. John, said it was unwise and unfortunate to specify any particular port, and suggested that the selection of the port should be left with the company or companies who intend operating such a line. The question of speed was of the greatest importance, and he did not think the present subsidy sufficiently large to maintain a speed which would make the service valuable.

W. H. Fisher, St. John, said he was heartily in favor of the resolution. In his opinion it would be well if Canada adopted a 20-knot service, and afterwards make it equal if not superior to the best crossing the Atlantic. "Let us take a step at a time in trying to compete with the great people to the south of us," he said.

J. E. De Wolfe, Halifax, said: "This is a question of a slow or fast line, and I doubt if a 20-knot-service could be called a fast line. This is the point to decide. Do we want a fast line? Let us ask for it."

Senator Wood, Sackville, favored the adoption of a service equal in speed and

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appointments to any crossing the Atlantic. We want the greatest route on earth. The resolution was carried unanimously.

EXTENSION OF THE I.C.R.

H. C. V. LeVatte, Louisburg, introduced the resolution for the extension of the I. C. R. to Louisburg and Glace Bay. It read :

Whereas, freight carried by the I. C. R. for points south of Sydney, connected by the Sydney and Louisburg Railway (except in carloads) is at present stored at Sydney, but reshipped on the Sydney and Louisburg cars, thus causing expense and delay. and,

Whereas, passengers travelling west by the first express train of the I.C.R. from Louisburg and all points south of Glace Bay, and by the fast express on all points south of Sydney, are compelled to remain in Sydney overnight, and,

Whereas, the mail service is very unsatisfactory on account of the said railway service,

Resolved, that this Maritime Board of Trade believes that it would be to the material interest of the people living between Sydney and Louisburg on the line of the Sydney and Louisburg Railway, comprising a large percentage of the population of Cape Breton county, and also the mercantile and travelling community at large that the I.C.R. express and freight trains should run to Louisburg over the Sydney and Louisburg Railway track, connecting as it would with the great mining districts.

Further, resolved, that a copy of this resolution be forwarded to the Minister of Railways at Ottawa.

S. E. Landry seconded this resolution, and after a short discussion it was passed.

WANT BETTER FACILITIES.

E. H. Spinny, Yarmouth, introduced the next subject, namely, "The desirability of a daily steamship communication between St. John and Digby throughout the year." He pointed out that now for only about four months in the year they have a daily service, and it was necessary that they should have a daily service all the year round. He presented the following resolution :

Whereas, the increased requirements of commerce in the south-western section of Nova Scotia, coupled with that of the Annapolis Valley, demand greater transportation facilities ; therefore,

Resolved, that the Maritime Board of Trade urge the Government to encourage such increase of steamboat service between St. John and Digby by granting such subsidies as will accomplish that object.

The resolution was seconded by J W. Blanchard, of Windsor, who said it affected the entire western portion of Nova Scotia. The resolution was passed unanimously.

THANKS TO THE MACLEAN PAPERS.

W. H. Fisher, St. John, asked permission of the chair to say a few words and asked the meeting to pass a vote of thanks to The MacLean Publishing Company for having been good enough to send down each year, at a great expense to them, a representative to report the meetings of this board, and he therefore moved that a vote of thanks be passed.

M. G. De Wolfe, Kentville, seconded the motion. He said he had the interest of the Maritime Board of Trade at heart and he regretted that the resolution which was passed yesterday had not been reconsidered, but it was brought in during a time of great excitement while most of the members were absent, and, in fact, it was "railroaded through"—you know what that means? He said that the board highly appreciated the service rendered by "The Canadian Grocer" and "Hardware and Metal" in so freely reporting the meetings.

J. C. Stewart, Halifax, said the resolution brought in the day before was a complete surprise to him, and he promptly declined to serve on such a committee. He considered that it was a reflection on The MacLean Company's papers which should not have been made. "I strongly favored the encouragement of all trade journals publishing the proceedings, and especially those which were so widely circulated as the papers published by The MacLean Publishing Co. The resolution was passed unanimously.

The secretary's report was then read. He reported having collected the sum of $261.75, and expended $31.

It was moved that the secretary be granted $100 for his services, and Mr. Paton moved the adoption of the report, which was seconded by Mr. Dobson and carried.

FIRE INSURANCE RATES.

J. E. De Wolfe, Halifax, introduced the following resolution :

Whereas, it is reliably stated that fire insurance in the Maritime Provinces has been very profitable during the past 20 years ;

And whereas, the rates have recently been increased in many places by the tariff companies without any justification for the same ;

Therefore resolved, that we ask our members to unite in giving business to and assist in the promotion of non-tariff companies that are willing to take risks on their merits independently of any combination, and that the secretary be authorized to send a copy of this resolution to every board of trade in the Maritime Provinces.

In speaking to the motion Mr. De Wolfe said the question of insurance rates had become one that needed the consideration of this board. He then read the following resolution passed by the Bridgewater Board of Trade :

At a special meeting of the Bridgewater Board of Trade, held on Tuesday evening, the 12th inst., the following resolutions were passed :

Whereas, the Nova Scotia Board of Fire Underwriters has imposed a rating taking effect on the first day of March inst., increasing the heretofore existing rates for fire insurance more than one-third in the business district of this town ;

And whereas, the aforesaid district, subject to the increased rates, was rebuilt after the fire of January 12, 1899, in accordance with the advice and ideas of a representative of said board, who stated that if such plans were adopted the fire insurance rates would be materially reduced ;

And whereas, by incurring the expenditure of $25,000 for expropriating the water front so that no buildings could be erected thereon, thereby providing an easy and effective means of procuring water for fire protection purposes in said district, and the laying out of a cross street in said district and two others widened for fire-breaks ;

And whereas, all wooden buildings in said district were restricted to two storeys in height and were also required to be built with flat roofs ;

And whereas, a water service with a reservoir a great elevation above La Have River is to be installed this year at an expenditure of $40,000, a prime consideration in incurring such expenditure being to give greater protection from fire to said district ;

And whereas, the rate now imposed is unjust, oppressive and unfair in consideration of the facts here recited ;

Therefore resolved, that the Bridgewater Board of Trade in meeting assembled, protests strenuously against the imposition of the increased fire rates and respectfully requests the Board of Fire Underwriters to carefully consider this resolution and the facts it contains, and in view thereof to revoke the increased rates imposed on March first inst. ;

Further resolved, that copies of this resolution be sent to the Nova Scotia Board of Fire Underwriters and also to the Maritime Board of Trade, the Halifax Board of Trade, and to C. E. L. Jarvis and F. W. Butcher, insurance adjusters, requesting their co-operation, and that the local agents be requested to bring to the notice of their respective companies the injustice and inequality of the increase and the danger of loss of business thereby.

Mr. Stevens said that the merchants had been paying unduly high rates in some instances to make up for losses elsewhere, and he considered there should be some remedy for it.

G. E. Faulkner spoke on behalf of the insurance companies, and said the question of insurance was entirely a business proposition. He said the companies must charge enough to warrant them doing a safe business. It was not true that the rates were fixed so that burned districts had to pay all the losses the companies sustained in them.

W. H. Roach, Windsor, said the premiums paid by Nova Scotia amounted to $600,000 and to non-tariff companies, about $35,000. He considered the non-tariff companies should be encouraged, and as far as paying losses were concerned, he knew they always paid promptly. He called attention to the fact that dur-

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ing this summer the tariff companies had raised their premiums 50 per cent.

Wm. Jarvis, St. John, said there was really a great misunderstanding in the matter. He, as an insurance man, had done everything possible to moderate the rates. He said that two of the largest companies who had done business in New Brunswick had gone out of business there on account of the unprofitable business they had done. It was the disposition of the companies to act fairly with all.

Thos. H. Summerville, St. John, opposed endorsing non-tariff companies, as the tariff companies might withdraw from the Provinces. "We want the best companies to carry our risks," he declared.

Mr. Campbell, Halifax, favored the encouragement of the non-tariff companies as much as possible in the Provinces, because there was a combine among the tariff companies to fix rates. He had no doubt fire insurance companies had made money. The resolution passed.

ATLANTIC MAIL SERVICE AND MARITIME PROVINCES.

Geo. Dobson, North Sydney, moved the following resolution :

Whereas, the usefulness of the Canadian subsidized English mail service between Montreal, Quebec and Great Britain is seriously restricted in the delivery of mails, particularly to the Maritime Provinces, by the use of Rimouski, an inland port, as the first port of call, delaying the mails to the Maritime Provinces from two to three days, and,

Whereas, improved transportation is of vital importance to the large and growing industries of these Provinces by the sea, therefore,

Resolved, that the Dominion Government be urged to give its immediate consideration to the selection and use by all Canadian subsidized mail lines plying between Montreal, Quebec and Great Britain of an Atlantic port of call that will afford these Maritime Provinces equal or better despatch for mails, etc., with the other Provinces of the Dominion.

The resolution was seconded by P. Innis and adopted.

COMPANY STORES.

W. H. Chisholm, of Glace Bay, brought up the question of company stores in the following resolution :

Whereas, it is a fact that the wages of many workmen employed by large industrial corporations in the Province of Nova Scotia are paid in merchandise through or by means of company stores, and,

Whereas, the system of paying labor in supplies, commonly known as the "truck system," instead of in the coin of the realm, is inimical to the progress of the community, checks economy, impairs the self-reliance of the workmen in business, and diminishes the purchasing power of the work of the laborer, and,

Whereas, the said system places barriers on trade, withdraws money from circulation, directly tends to the stagnation of enterprise within its immediate influence, and technically injures the commercial life of the country in general ; be it therefore,

Resolved, that the Maritime Board of Trade recommends the amendment of the present Cash Payment Act of Nova Scotia, so as to embrace the provisions of the English Act on the subject.

The resolution was seconded by D. D. Mackenzie, M.P.P., and passed unanimously.

VOTE OF THANKS TO SYDNEY BOARD.

On motion of G. S. Campbell and W. H. Fisher a vote of thanks was unanimously tendered the Sydney Board of Trade for its hospitality.

H. C. V. LeVatte responded for the county. He said : "We pride ourselves on treating our visitors well, and we regret the unfortunate occurrence of yesterday. We trust you will all come again."

Horace Haszard, Charlottetown, wished to return thanks to the citizens of Sydney and to the local board of trade on behalf of himself and Prince Edward Island delegates as well as the Convention for the reception they had received He was glad to witness the wonderful progress that Sydney had made. "I am also bound to refer to one unfortunate incident, as I feel I have been insulted and propose to move a resolution and I feel that we should put ourselves on record that we resent the insult given our members." He moved the following resolution :

That before leaving Sydney the members of the Maritime Board of Trade wish to express their sense of the courtesy shown to them during their visit with one unfortunate exception ; that they desire to disclaim any intentional discourtesy towards a member of the judiciary of the Province, who is personally unknown to very many of them ; that they were greatly surprised at the attempt made to push through those of their numbers who were grouped on the steps of the court house building—rooms in which had been placed at their disposal by the municipal authorities—and still more so at the language made use of on that occasion. And they desire to place on record their regret at an occurrence for which they feel that they have been in no wise to blame and their opinion that the language used towards members of the board was entirely unjustified.

P. R. Rentley, Sydney, seconded the resolution and regretted the occurrence. The Sydney Board were anxious that all should have a good time, and no doubt the unfortunate occurrence had put a damper on every one.

The resolution then passed unanimously.

NOTICE TO AMEND BY-LAWS.

G. E. Faulkner gave notice of the following resolution :

Resolved, that By-law No. 3 be repealed and the following substituted therefor :

Subjects for consideration at the annual meeting, and resolutions dealing with such subjects shall be forwarded to the secretary at least 30 days prior to date of annual meeting and the council of the board shall arrange the order in which the various subjects pcesented for consideration shall be taken up and shall have the list of subjects, with resolutions to be offered in connection therewith, printed and distributed to the affiliated boards at least ten days before the date of the annual meeting.

NEXT PLACE OF MEETING.

Invitations to meet next year were received from Moncton, Yarmouth, Charlottetown and St. John. Charlottetown was decided on as the next place of meeting.

NOMINATING COMMITTEE.

A nominating committee to select officers for the ensuing year, composed of the following, was chosen by the chairman : M. G. De Wolfe, Wm. Jarvis, A. M. McKinley, Jas. Paton, Robt. Caie, E. C. Hanrahan, Dr. De Wit and Peter Innes.

Peter Innis, chairman, reported the following as the selection of the committee, and they were elected :

OFFICERS ELECTED.

President.—Horace Haszard, Prince Edward Island.

Vice-President (for Nova Scotia)—J. E. De Wolfe, Halifax.

Vice-President (for New Brunswick)—D. H. Walsh, Moncton.

Secretary-Treasurer.—C. M. Creed, Halifax.

Corresponding - Secretary.—E. T. Higgs, Charlottetown.

Auditor.—F. O. Allison, St. John.

J. E. DE WOLFE'S ACTION ENDORSED

The following resolution was moved by Alexander Stephens, seconded by P. R. Rentley, and unanimously passed :

Whereas, J. E. De Wolfe, of Halifax, a delegate from the Board of Trade of that city, worthily upheld the dignity of the members of this board, in resenting gross insult offered them by Justice N. H. Meagher, and,

Whereas, Mr. De Wolfe in so doing was placed in a most unenviable position ;

Therefore resolved, that the board express its confidence in Mr. De Wolfe, and thank him for having pursued the course he did, thereby maintaining the reputation and dignity of the board.

Mr. De Wolfe, in reply to the resolution of thanks, thought the report of the committee a weak one, and certainly if no further action had been taken in the matter, he would have considered it his duty, in self-respect, to resign from the board. He was glad, however, that he still had their confidence when they selected him vice-president for Nova Scotia.

VOTE OF THANKS TO MR. BLACK.

M. G. De Wolfe moved a hearty vote of thanks to the retiring president, W. A. Black, and complimented him on the interest which had grown so large under his presidency. He referred to the meeting as being the largest held during the existence of the board.

J. E. De Wolfe, of Halifax, seconded the motion, which was carried amid loud applause.

W. A. Black, the retiring president, responded and thanked the members for the assistance they had given him and was pleased to see the interest taken in the meeting. He also spoke feelingly of the able work done by the secretary-treasurer, C. M. Creed, who had done hard work in the interests of the boards of trade.

After singing "God Save the King," the meeting adjourned sine die.

BUSINESS AND ITS MANAGEMENT

ACKNOWLEDGMENT OF REMITTANCES UNNECESSARY.

W. A. GIVEN, PITTSBURG, PA.

THE Louisville Convention of the National Association of Credit Men devoted some time to discussing the proposition that receipts for remittances by cheque were unnecessary, and this idea seemed to meet with general approval, a recommendation to that effect being made.

It is quite easy to see the advantage to the receiver of such remittance if he is not put to the expense, time and trouble of sending receipt, but the sender must be able to see some benefit to himself before he is likely to surrender his right to an acknowledgment.

It is for the purpose of showing that there is also advantage to the sender in making remittances in such form as not to require receipt that I make the following explanation of the method I have used for some ten years.

In sending a satisfactory remittance, two things are essential, viz., a cheque and a statement of the amount remitted; many houses add a letter of advice.

A cheque requires writing the date and the name of creditor and amount. It also requires the filling of a stub with date, name and amount, which is copied into a cash book with date, name and amount.

A statement bears the date, name and address of creditor as well as amount.

A letter of advice bears the date, name of creditor and address.

My plan substitutes for the cheque, statement and letter of advice, a voucher cheque, consisting of a sheet 8½ x 7 in., one side of which shows statement of the account (no names); this sheet is folded with statement inside. Half the outside, or one side of the folder bears the form of a cheque while the other half is a blank for receipt.

In this form the creditor's name is written but once and the date but once.

When the voucher cheque is filled up, it is entered in the cash book, with date, name and amount, the entry thus taking place of the "stub" of cheque. The entries are numbered consecutively as they are made and each voucher as it is entered has the same number stamped upon it, the number being proof of entry.

By the old method, receipts had to be checked up and examined to see that they were a full receipt for the account covered by remittance, also that none were missing. These receipts were then filed.

By my plan no acknowledgment is necessary, nor is it desired. You rest assured that, in order to get his money, your creditor will properly receipt, not only for the amount remitted, but in full for the account as you intended, and you know with certainty that when your bank account is balanced (in my plan it is monthly) you will get every receipt for the money charged to you by the bank, and no checking up and filing of receipts is necessary, other than filing your cheques in numerical order, which would be done in the old way in addition to filing receipts. A reference to any receipt is easy from the number on entry in cash book.

Let me enumerate the points in which there is a saving in work:

OLD WAY.

Letter of advice	requires	name,	address,	date.
Statement	"	"	"	"
Cheque	"	"	"	"
Stub	"	"	"	"
Entry	"	"	"	"
	5 names,	2 addresses,	5 dates.	

NEW WAY.

Voucher cheque	requires	name,	address,	date.
Entry	"	"	"	"
	2 names,	1 address,	2 dates.	

Saving on each remittance 3 names, 1 address, 3 dates.

In addition, there is the saving of examining, checking up and filing of receipts.

This plan is also, I think, a safeguard against altering or "raising" amounts of cheques, the accompanying statement rendering this much more difficult.

THE WOES OF A RETAIL MERCHANT.

IN order to show up the fallacy of the credit system and the unreasonableness of most debtors, the following tale of woe is related by a Canadian business-man.

A man dealt with a merchant for several years and paid his bills promptly for some time, but he unfortunately conceived the idea of building a house. Now, because he did not have the necessary cash, he left the merchant after he had run up an account of some $40 and spent his spare cash on the construction of his house. This same plan was likewise followed with the other ten merchants in the town and the man gets ahead say, $250. This pays for his lot and in addition allows him $150 to apply on his loan.

After awhile Merchant A. begins to want his money and of course he very impertinently writes to the man, saying, that as the latter is now buying his goods elsewhere, he would like to have his account settled. This makes the debtor very indignant and he says to himself, "Here, I have been dealing with Mr. A. for a good many months and I always paid him promptly and now, even if I am dealing elsewhere, it is mean and contemptible of him to demand his money. I'll just go down and give him $10 and a piece of my mind "into the bargain."

This he proceeds to do, and the merchant, who has been used for years to hold himself in, takes it all in good part, and hands out a receipt for $10. The balance is to be settled next pay-day.

Pay-day comes and goes, and many another pay-day comes and goes, but the account is not paid. Naturally, creditors make demands on the merchant, and he is forced to ask for the settlement of the account with interest, adding the threat that, if not paid, it will be placed in court for collection. This is more than Mr. Debtor can stand. He gets very angry and goes to his employer and tells him what a mean man this merchant is to ask him to pay interest. However, he gets a sufficient advance of wages to pay the merchant off. He walks into the store with an air of injured innocence and explains that he wants to pay up his balance. The merchant is so pleased to get his money that he accepts payment without interest, notwithstanding that he has been paying the bank interest on this amount and others as well for the past two years.

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For LADIES and GENTLEMEN

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S. GREENSHIELDS SON & COMPANY 1902

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President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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NEW YORK - - - - - - Room 443 New York Life Building.

Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.
Published the first of each month.
Cable Address: "Adscript," London; "Adscript," Canada.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, SEPTEMBER, 1902.

BOOMERANG BARGAIN SALES.

IT IS an easy thing nowadays to offer great bargains and huge reductions in price. The only outlay necessary is a few price cards and some red ink. That is, if the sale is to be one of those that we frequently come across.

The other day, in Montreal, a dry goods merchant got out a number of bills announcing a great bargain sale—"doors open at 10 a.m." It drew a big crowd, and for half an hour before the time the sidewalk was almost blocked with women—and some men—waiting for a chance to spend their money. While they waited they could look into the windows at the bargains offered. Everything was ticketed with the selling price, and above it—stroked through in the usual way—a figure that was meant to represent the regular selling price. The opinion one formed of the merchant's veracity, from a glance at the goods and the price at which they were said to formerly sell at, was not flattering. But the bargains were there, and the crowd went in.

A white pique suit, worth certainly not more than $5, was advertised for $3.99. The former price, according to the card, was $8.50. Perhaps, if the world's stock of white pique had been all used up. What was called a "silk taffeta" blouse, but which was really half cotton and of a miserable design, was offered at 99c. It could never be sold for over $2, but it was called a $5 article. A skirt, shown in linen, duck and muslin, was ticketed 25c. It was worth between 75c. and $1—nearer to the former than to the latter—and the "regular selling price" was said by the price card to be $2.50. And so on.

All these were, no doubt, fair bargains. A 75c. duck skirt sold at 25c. carries with it 50c. worth of bargain. But was it good policy on the merchant's part to call it a $2 skirt, when in all probability every woman there knew that it was never worth that price? They knew they were saving $1 on that white pique suit, but 1,000 price tickets wouldn't convince them that they were saving $4.50, which was what the card stated.

When the sale was over, perhaps it was the merchant's intention to retire into private life, and he was in a hurry to get there. But, if he continues in business, will he not have considerable difficulty in making his customers believe him? If he offers a $1 article to one of those women who attended the sale for 99c., she will be very likely to think that it is a 75c. affair.

It is, of course, an old and perfectly legitimate practice in a bargain sale to show the regular selling price at its highest point. But there is a limit; and the merchant who goes beyond this, and makes absurd statements in his efforts to impress probable customers with the value of the bargains offered, is very likely to defeat his own ends. People will take his bargains—no matter if they know that they are only saving 10c.—but when the sale is over they will prefer to do their regular trading at a store where they feel that they can rely in some degree on the merchant's statements. In addition to which, should they be so little acquainted with the real value of goods as to believe in his "regular selling prices," they cannot but consider that his must be a very dear store to trade with except in bargain seasons.

* * *

The higher the ideal the more difficult it is to attain; but one only climbs high by having the ideal set high.

* * *

A HOT TIME IN P.E.I.

A COMMERCIAL war is being waged at Charlottetown, P.E.I., between the local merchants and Dunlop, Cook & Co., of Amherst, Halifax and Moncton. This firm manufacture furs and sell direct to the consumers, and their proposed advent into Charlottetown was viewed with alarm by the local dealers. A meeting of the merchants was called and a deputation appeared before the City Council requesting that a prohibitive tax of $1,000 be placed upon Dunlop, Cook & Co. should they attempt to open a branch at Charlottetown. The merchants urged that the people of Prince Edward Island are in the habit of showing a preference for strangers and buying largely from them whether the firm offering the goods were reliable or not. They had ordered thousands of dollars worth of furs for the Fall trade, and if Dunlop, Cook & Co. came in and solicited business a large percentage of the goods would remain unsold.

The City Council compromised at a tax of $300. Dunlop, Cook & Co., notwithstanding, opened up a branch, but they were met with further obstructions. The newspapers were forced to refuse them advertising space, and the merchants did all in their power to prevent them from securing premises. Still Dunlop, Cook & Co. were not to be beaten. They have instituted actions against the Charlottetown papers, The Patriot and The Examiner, for damages of $5,000 each, and they intend to fight the matter to a finish.

A BUSINESS PROPOSITION.

NO public question in Canada to-day is receiving as much attention as that of the fast Atlantic service. It is not that it transcends all other questions. The fast Atlantic service is only a link in the chain of the transportation problem. And the part cannot, of course, be greater than its whole. But even as a part of the whole it is a question of great importance.

The idea of a fast Atlantic passenger service is born of the ambitious desire to possess a service at least equal in speed with that of the United States. It is, therefore, to no small extent influenced by sentiment.

But, while sentiment is all right in its place, there is a still more important point of view from which the question should be considered, and that is the business point of view. The fact that an annual expenditure of $1,500,000 will probably be entailed demands that, being a business question, it should be settled in a businesslike way.

While it would be neither wise nor proper to eliminate sentiment altogether as a factor in discussing the question, it would be neither wise nor proper to allow it to take precedence over practical business logic.

It must not be forgotten that an Atlantic freight service that would enable us to get our products to the British and European continental markets in as good condition and as cheaply and as rapidly as the United States can their products is the great desideratum. This we are not doing at present. In the matter of cold storage there has certainly been a great improvement in the Canadian service of late years, but in the matter of freight rates and insurance rates we are still seriously handicapped. The figures which have been from time to time published prove this beyond all peradventure. The questions of freight and insurance rates are to some extent wrapped up in each other. As the gateways to our ports, and particularly those on the St. Lawrence route, are placed in a more efficient condition the marine insurance rates must eventually become less excessive than they are at present. This will in turn tend to produce a proportionate reduction in rates.

It must not, however, be forgotten that there is another and still more potent factor in determining the rates of freight, and that is the quantity of freight which the Dominion can offer as an attraction to competing steamship lines.

The greater the quantity the smaller will be the carrying charges. Mergers and combinations may for a time prevent this desired consummation, but they cannot do so all the time. It is, therefore, obvious that as the country develops the transportation question will gradually, to some extent, solve itself.

Fortunately, the country is at present being developed at a rate which has hitherto been foreign to our experience. Our foreign trade is 44 per cent. greater than it was five years ago and 72 per cent. greater than it was ten years ago. The bank clearing returns and the railway earnings, which reflect the internal trade of the country, also show a most gratifying increase. The same, in fact, may be said of every branch of our industrial activity; but in no respect is it more clearly exhibited than in agriculture. The 80,000,000 or more bushels of wheat which Manitoba and the Territories have produced this year is the most striking example of this.

Would a fast passenger service, modern and equal to anything crossing the Atlantic, tend to aid in the development of the country? And would it be a sufficiently strong factor to warrant the annual expenditure for a certain number of years of so large a sum of money as that proposed? It certainly cannot obtain to the welfare of the country when the line of travel to Europe taken by Canadians themselves is chiefly by United States ports. Others will scarcely travel in our pathways if we ignore them ourselves.

But it is not only in the matter of passengers; but our letters follow the same routes as the men and women take in crossing the Atlantic. And every envelope that bears across its face the words "via New York," as most of them do, is not only an advertisement in favor of a foreign port, but a reflection on our own ports.

When our routes are given the preference for passengers and mail matter they will ultimately be given the preference for merchandise. And in order to secure this, a bonus for a stated number of years would appear to be not unwise. The merchant invests his capital in order to develop his business. In investing some of the capital of the country in developing a fast steamship passenger service, we are therefore following a business-like course.

* * *

A passing thought utilized is frequently the father of a prosperous business.

* * *

A MISTAKE IN BUSINESS MANAGEMENT.

ONE of the secrets of successful management of commercial, as well as all other enterprises, is the ability to depute to subordinates the performance of detail duties.

Someone has said that it is one of the most difficult things to learn. And the more active a manager is the more difficult is it for him to learn it. The man of action usually prefers to perform certain undertakings rather than delegate them to others, because he fears they will not be performed as well or as quickly as by himself. As long as he persists in this course he can never be successful in either the commercial or the professional world. So much time is consumed in carrying out the details that there is none to devote to the maturing of the schemes so necessary to all enterprises whether they be small or large.

There are heads of firms who waste hours every day in performing tasks which should be deputed to a junior clerk.

The larger the enterprise the more difficult, naturally, is it to acquire the ability to depute to others the performance of duties in order that the best results may be obtained. No one has probably perfected himself in this particular quality, but a few minutes spent each day in planning how the best results may be obtained from the business or department of which he is head will gradually add to his proficiency in matters of management.

* * *

Capital is necessary in business, but the business that has not reputation will soon be minus its capital.

THE CANADIAN TARIFF ON COTTONS

An Interview With Mr. A. F. Hawkesworth on the Subject.

ONE of the items in the Canadian Customs tariff that may possibly come in for some consideration by Parliament before a great while is that relating to cotton goods. One of the men most conversant with the subject is Mr. Alfred Hawkesworth, manager of the Merchants Cotton Co., who in a recent interview said:

"Cheap labor in the Old Country and the preferential tariff is killing the white cotton manufacturing industry of Canada," he said. "I have been in all the leading mills of England, and carefully examined the wages paid and the operation of the various departments in a cotton mill, and found that there was a difference ranging from 25 to 35 per cent. in the price paid for piece and day labor in those mills as compared with what we are paying. Our operatives are all more or less discontented with their condition, and are looking for a better place, while the English operative is content, and remains from father to son, year after year, in the same business. I tell you the tariff will have to be changed. The manufacturers have been at the Government for some time to give us better protection, but nothing has yet been accomplished.

"The present tariff, together with the preference clause, does not give us sufficient protection to meet the competition of the English cotton manufacturer in the matter of fine goods for bleaching purposes, which are, to a great extent, crushing out our white goods business. Canadian cotton manufacturers not only have a light tariff to protect them against the cheap labor of England, but they do not have as skillful operatives nor as contented as in England, and this discriminates against them in the matter of fine goods, but with proper protection Canadians could soon pay the same rate of wages as is being paid in the United States, and by that means eventually secure as good a class of operatives. Canadian manufacturers are not suffering in the production of coarse grey goods, that do not take quite as much skill in the manufacture, and that are relatively better protected, so that the whole trouble with us seems to lie in the direction of getting more protection for our fine white cottons, and I think that the Government should take this matter into serious consideration, and give us the protection necessary to save our business."

Mr. Hawkesworth further said that during his visit in England, he noticed that, besides the difference in price of piece and day work, the operators were attending more machinery, and this machinery was run at a greater speed, turning out a deal more product for the difference in wages.

He asked the manager of the Lark Mills what the laborers employed in the yard were paid, and the answer was 15s. per week. The Canadian yard operators are paid $1 per day. Notwithstanding this better price our operators are not content with their positions.

"Indeed," said Mr. Hawkesworth, "nobody in the Western world is. While they are employed in one place they are always on the lookout for something else, and higher wages than we can now afford would have to be given them to secure steady hands. But with greater protection we could pay higher wages."

The duty on these English cottons is 22½ per cent. less ⅓, which he claimed was not enough. If the tariff were increased to 35 per cent. on such goods our manufacturers would be satisfied. He thought that if we were to give a preference to Great Britain, we should raise our tariff much higher than at present and then take off a substantial per cent. for British goods.

The American market has been practically closed to English manufacturers, and the latter are now turning their attention to Canada, and without some assistance to our manufacturers they will do us material injury.

As an instance of the results that would follow the destruction of this industry in Canada, Mr. Hawkesworth took their own mills in St. Henri, Que. If these had to be closed down that city would be very greatly injured. They employed 2,500 hands, which meant 10,000 mouths to feed. That was only one mill. Supposing all the mills had to discontinue business, which under the present circumstances is not altogether unlikely. There were 115,000 spindles, with an annual output of $2,000,000. "Surely our grievance should carry some weight with the Government," he said.

In the coarse grey cottons we were not affected at all by English competition. Their manufacturers sent but a very limited amount of such goods here. Nor was there a regular competition from American manufacturers, except in the way that when they had a surplus of stock Canada was made the dumping-ground, American manufacturers selling them here at cost price. This was not an annual occurrence, but it happened frequently enough to cause some disturbance on this market. In fine white goods we were not in the least affected by American competition.

"If the Government would give the Canadian manufacturers the necessary protection," said Mr. Hawkesworth, "our people could be easily given employment at remunerative wages, and it would eventually work to the building up of Canadian industries and the wealth of the country.

DEATH OF ADAM WARNOCK.

One of the oldest and most highly respected residents of Galt and the founder of a leading textile industry of Canada, passed away August 29 in the person of Mr. Adam Warnock, at his residence, Galt. Mr. Warnock had reached the advanced age of 75 years, and for the past 67 years had been a resident of Galt. Mr. Warnock was born at Nelson, a suburb of Glasgow, Scotland, and came to Canada when a child. He started in business as a young man as a woolen manufacturer, and continued in this line all his life, building up a solid industry, which his sons are now carrying on. For twenty years he was president of the Galt Knitting Company, and continued to give it his personal direction until failing health compelled him to retire a year ago. He leaves a widow and two sons, C. R. H. and James E., both of Galt, and both engaged in carrying on the business.

Frank Whelpley, of St. John, N.B., dry goods dealer, will in a few weeks remove his business to Manitoba. Mr. Whelpley is at present outside of Winnipeg, having left for that place a few days ago.

CARPETS, CURTAINS AND WALL PAPERS

The State of Trade.

WITH widespread prosperity pulsating the country, housefurnishings of all kinds are experiencing a boom. Jobbers of carpets have made preparations for a large business, and our advices indicate that there will be no disappointment in this respect. Indeed, the prospects are exceedingly favorable for a large distribution of these goods by the wholesale houses.

This year shows, as compared with last year, a largely increased stock of tapestries, Brussels, Axminster and velvet carpets.

The lace curtain trade is excellent and a fully assorted stock will enable the retail trade with judicious selection to carry splendid lines for their customers.

Floor oilcloths and linoleums will prove a strong feature on the market this Fall.

* * *

New End Plates on Sweepers.

There seems to be no limit to the ingenuity of The National Sweeper Company, Marion, Ind., manufacturers of "Roller Bearing" carpet sweepers, to turn out new things for their line of carpet sweepers, and, too, decided improvements over similar parts heretofore manufactured.

In the accompanying illustration is shown the three new end plates produced by this company and which are being used on their sweepers for Fall shipments. The greatest advantage of these end plates is that they are stamped from heavy guage cold rolled steel, not only making them stronger, but lighter in weight, and, as the surface of the steel is smooth, much better nickel-plating can be accomplished.

Heretofore end plates have been made out of ordinary malleable iron castings, and although with castings more intricate designs can be made, still, at the best they were cast iron, and it is almost impossible to make them smooth and an absolute impossibility to finish them anywhere near as nicely as can be these new end plates made by The National Sweeper Company.

The designs are certainly neat, but they make even a better appearance when the furniture protector is placed around them. The notches in the ends serve the purpose of holding the furniture protector in place when on the sweeper. Furthermore, round head screws are used to fasten the plates to the sweeper, and these heads projecting up above the surface of the plate act as an additional support to the furniture protector.

As in the past, the National Sweeper Company have made a special effort to get out an extremely simple improvement, yet one that is perfection for the requirements.

The design shown in the middle is used on the Marion sweeper, that at the bottom, on the Marion Queen and the one at the top, on their Royal Duchess and Sterling sweepers.

Large and numerous orders are being booked by this company for Fall shipments, not only for the United States, but their export trade is growing at a rapid rate. They now have a personal representative permanently located in the European field looking after their interests.

* * *

Carpets at Brock's.

Completeness is the word which describes the condition of the carpet department of The W. R. Brock Co., Limited, Toronto. All qualities are represented in the showroom including tapestries, Brussels, Axminsters, wools and unions.

Extra good carpets can be secured by buyers at 35, 50 and 85c. per yard.

A line of white quilts, which can be retailed at $1, and are of extra value, are among the specials to be found in this department.

* * *

Carpets and Curtains for Exhibition Trade.

In carpets and tapestries, John Macdonald & Co. are carrying a stock fully complete for Exhibition trade, consisting of a complete assortment of Brussels, tapestry and velvet carpets. They have on hand a stock of squares in assorted sizes, from 2½ yards by 3 yards, to 4 yards by 5 yards, in Axminsters, tapestries, unions and wools.

Their stock has been very largely increased for Fall trade. Photographs or quality samples will be sent on application to those who do not themselves have the opportunity of personally visiting the house.

In lace curtains, curtainettes, they have several special lines, also special lines of 8-4 tapestry covers, heavy weight, to retail at $1. In floor oilcloths and linoleums, in different widths, their stock is fully assorted.



New End Plates on National Sweepers.

GEO. H. HEES, SON & Co.

Lace Curtains

OUR Lace Curtain Sales have been increasing by leaps and bounds. The reason is, by ordering from the European factories immense quantities we are able to buy them at specially low prices.

Last year we placed orders for over one hundred thousand pairs and had to cable repeats over and over again.

Where the jobber who does not make a specialty of these staple quick-selling goods place orders for hundreds of pairs, we, by having twelve travellers on the road calling at every nook and corner of the Dominion, are able to place orders for thousands of pairs. It is well known that where looms are kept almost constantly running on a pattern the cost of production is greatly reduced, and that is the secret of our advantage in buying. Buying right and selling right enables us to handle such immense quantities of Lace Curtains that many dealers who formerly imported them direct now find it more profitable to buy from us. Another great advantage of buying of us is that when the retailer finds he has bought some unusually good sellers he can repeat his orders and get prompt deliveries out of our stock right here at home.

N.B.—We are placing orders for over **one hundred and fifty thousand** pairs of Lace Curtains for the Fall and Spring trade.

GEO. H. HEES, SON & Co.

71 BAY STREET, TORONTO

A STUDY OF THE MANUFACTURERS' CONVENTION.

[BY A MEMBER]

WHEN in St. John one day recently I received a telegram from my firm in Toronto (they are importers) to take a flying trip to Halifax to see one of our customers. Like a true business soldier, I obeyed the order nonchalantly. Much to my disgust, I found my customer out of town, and I was beginning to regard my side trip as a disappointment. But it wasn't. Falling in with one of the visiting manufacturers (and to be on the winning side I must needs fall in with them, for they had taken possession of the town) I wandered over to the Legislative Council Chamber in Nova Scotia's old Parliament buildings to attend the opening function of The Canadian Manufacturers' Association convention. In many respects it was like all receptions, warm in welcome and appreciation. But when at the conclusion President Munro read his address, which had, as its component parts, patriotism and practical ideas for the advancement of Canadian industry, I thought to myself here I am in a notable gathering, and I began to thank the fates or whoever it was that translated the spirit of my customer's grandmother to another world and had called him out of town to attend the obsequies. It was then that I discovered what brought those 150 leading business men from British Columbia, Manitoba, Ontario and Quebec down to the Maritime Provinces to meet their fellow manufacturers. It was then I saw that the interests of Canadians are identical, if they are made so in conference. It was then I saw that this was more than a "red parlor" meeting called to devise ways and means to satisfy the greed of our "most insatiate" industrial class. Everything was open, except one secret meeting. Curiosity led me into that under false pretences, and the only question in regard to the convention I have not satisfactorily answered is—why was that meeting secret? Every word uttered was permeated with Canadian public spirit, and I am sure that the people of Canada would have appreciated the courtesy, and would have remained satisfied had they been informed of the process of reasoning taken by the manufacturers to arrive at their tariff conclusions, and of the means adopted to accomplish their ends in this direction.



Halifax, where the Manufacturers met.

"No, never have I come out of a more inspiring series of meetings, and I regard my visit to Halifax as one of infinite blessing. I am a better man for myself, for my firm and for my country." That is a bona fide opinion expressed by a commercial traveller at the conclusion of the convention.

A GIGANTIC TASK.

The Canadian Manufacturers' Association is setting itself to a gigantic task and it will need all the strength that it can muster to accomplish that task successfully from the fact that it is the largest manufacturers' association in the world. Primarily, of course, it is organized to protect the manufacturing industries of the country, to conserve the Canadian market for Canadian woollens and Canadian capital, to secure proper legislation and squelch improper legislation affecting our manufacturing or trade interests; and, in a word, to properly direct our commercial Government. It aims to present the views of all Canadian manufacturers in a harmonious form. There are all sorts of opinions and politics in the organization, but at the meetings Canadianism rules and any resolution that is passed has been adjudged according to the best interests of the country.

But the Association has not contented itself with passing resolutions, nor is that the major duty of the annual meeting, which is mostly concerned with receiving the reports of the committees that have been actively engaged during the year and to decide on the line of work for the ensuing year. At the head office, beside the Executive Council, which meets monthly, there are the Tariff, the Commercial Intelligence, the Reception and Membership, the Industrial Canada, the Parliamentary, the Exhibition, and the Railway and Transportation Committees. There are branches of the Association in Toronto, Montreal, Nova Scotia, Winnipeg and Vancouver with special executives at each centre to concern themselves with local affairs and to bring suggestions before the Executive Council. There are sections of the different trades to guard the interests of each trade. And yet consolidation has only commenced. The work has gone on actively during the past year and the reports brought in all told of "accomplishment," evincing earnestness and energy, but it would seem that the more the Association does, the more it wants to do. Perhaps one of the most convincing proofs of its positive usefulness was the recent telegram from the Postmaster-General to the Secretary of the Association informing him that the Ministers in England were arranging for a direct line of steamers with South Africa and asking him when he could fill the first boat. But of the detailed work of the Association I shall speak later. Meanwhile that is sufficient to justify

Menzie Mfg. Company

LIMITED

TORONTO Canada

Window Shades.

Curtain Poles.

Brass Goods.

Art Furniture.

Grilles.

Screens.

Easels, Etc.



We manufacture the celebrated

"HIAWATHA" OPAQUE SHADINGS

which are unexcelled for opacity, durability and smartness of finish.

We have also a large quantity and variety of Pictures in the sheet and framed, which we are offering way below cost to clear. If interested it will pay you to call and make your selections at our Sample Room, 61 and 63 West Front Street.

A beautiful assortment of Laces always in stock.

Write for catalogue and color book.

MENZIE MFG. CO., LIMITED

Office and Warehouse :

61 and 63 WEST FRONT ST.

Factories :

KING STREET SUBWAY.

Do You Realize



that it's to *our interest* to make better Carpet Sweepers, superior in every way, than have been made here-to-fore? We do, and that's what we offer you. We know, too, that it is *more* to our advantage to keep on making better Sweepers? What does *your* good judgment tell you?

National "Roller Bearing" Carpet Sweepers

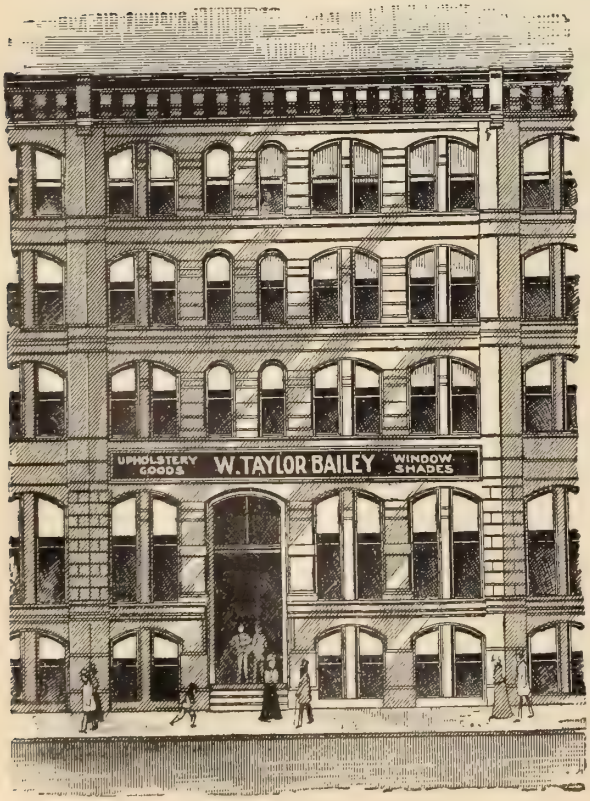
are at least fifty per cent. (50%) easier running than any other Sweeper made. Our Steel Handle Ferrule is extremely simple, yet perfection for the purpose intended. Each Sweeper packed in one of our patented Cartoons. *Can you afford to ignore these arguments?*

NATIONAL SWEEPER COMPANY

THE P. R. CUMMING MFG. CO.,
Canadian Agents, TORONTO, CANADA.

Marion, Ind.

W. TAYLOR BAILEY



Upholstery Supplies, Drapery Fabrics and Brass Goods,

MANUFACTURER OF .....

Window Shades.

Our Window Shade Factory is now past the experimental stage and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

The
WATSON FOSTER CO.
LIMITED
MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

"WISDOM,
STRENGTH AND
BEAUTY."

WISDOM, DISPLAYED IN THE SELECTION OF DESIGN.

STRENGTH, IN THE VALUE AND EFFECTIVENESS OF THE LINE.

BEAUTY, IN ITS ARTISTIC MERIT.

THESE, TOGETHER WITH EXCEPTIONALLY LOW PRICES, MAKE OUR 1902-03 EXHIBIT SUPERIOR TO ANY COMPETITION IN ALL THREE.

TRAVELLERS ARE SURE TO CALL.

WAIT!

150 of our leading business men in going all the way to Halifax to attend this meeting.

"ONE" ON MR. TAYLOR.

Why should the manufacturers go on an excursion? The pleasure is great, to be sure, and the pleasure of intercourse greater, but that is not sufficient to justify it. It is rather the inspiration bubbling forth from the convention that produces the resultant feeling of satisfaction. It does one good to talk of Canada; it breeds confidence. If this year's convention did nothing else than popularize the term "Made in Canada" among the delegates and emphasize the need of their buying Canadian goods, of their showing practical patriotism, it will have done good. And missionary work was done outside the Association in this connection. John Taylor, of Guelph, late of The Dominion Radiator Co., without whom no Canadian Manufacturers' Association can hold convention hereafter, tells a good story in this connection. On the boat at Sydney a newspaper boy stowed himself away, and, after seeing himself at a safe distance from the wharf, began to prosecute his business among the delegates. He fell upon Mr. Taylor, who, being an up-to-date business man, conceived the bold plan of buying him out and forming a "skindicate." He ordered the boy to distribute all the papers free of charge, which was done, and then the "newsy" got his money. Whereupon he immediately proceeded to gather up the papers again and resell them to Mr. Taylor. To maintain his "skindicate," of course he had to buy them, and to pay for them he handed the boy a Yankee silver piece. The boy looked at it contemptuously.

"That ain't no good. That ain't made in Canada."

THE TARIFF QUESTION.

Perhaps this talk about buying only Canadian-made goods was started by some ultra Canadian who noticed that the cars the party rode in were made in Dayton, Ohio, that the blankets that covered them by night and the silverware that fed them by day were made on the other side, and that even the matches provided to light the "imported" cigars were "made in Belgium." Mr. Munro's passionate appeal to popularize Canadian goods was also well received.

"There are needs which cannot yet be filled by Canadian manufacturers, but," he said, "the range is narrowing. We are finding out day by day that the range of possible Canadian industries is very widening. Let us therefore unite our people from sea to sea in the patriotic sentiment to give 'Canadian-made' the first call.

"We are importing every year upwards of $100,000,000 worth of manufactured goods. May we not in the new fiscal year reduce this by at least one-eighth?

"The purchase of 5c. more of Canadian and 5c. less of imported products by every Canadian every week for a year would accomplish this. Let us stand together for one year and try.

"Every Canadian is a partner in the financial affairs of our Dominion, and is a partaker, therefore, in all her gains. Let us devise liberal things in promoting this movement, and all our people will be partakers with us in the benefit."

Certain it was that there were many bold resolutions made by the manufacturers themselves to use only Canadian-made goods wherever possible.

Strong speeches were made on this subject by many of the manufacturers in attendance, chiefly Geo. E. Drummond, T. A. Russell, "Senator" Kloepfer, James Maxwell, H. Cockshutt and several others.

The late president, Mr. Munro, a man of moderate views, also referred to the need of a higher tariff in his presidential address in unmistakeable terms. In fact, the tariff brought out as spirited a debate as was heard during the convention, and when the Hon. Mr. Tarte declared himself for a "strong Canadian policy," and when R. L. Borden expressed his conviction that to the British Empire a factory in Canada was just as valuable as a factory in Yorkshire, they were cheered to the echo.

The manufacturers received great encouragement in their search for a higher tariff at Ottawa last session, and this is likely to induce them to press with redoubled vigor this coming Winter. The Hon. Mr. Longley, in his banquet speech, prophesied the day when the present Government would be an advocate of a high tariff, and Mr. Borden's Opposition would be decrying the "bloated monopolists." Time works miracles. It may be well to add the resolution as passed by the Association. It was as follows:

Resolved, that in the opinion of this Association, the ditions which now obtain in Canada demand the immediate an gn revision of the tariff upon lines which will more effectua transfer to the workshops of the Dominion the manufacture of many of the g which we now import from other countries.

That in any such revision the interests of all sections of the community, whether by mining, fishing, agriculture or manufacturing, should be fully considered with a view not only to the preserv to the further development of all these great national industries

That while such tariff shall be primarily framed for C ests, it should, nevertheless, give a substantial preference to th Country and also to any other part of the British Empire reciprocal preferential trade can be arranged to our mutual ad recognizing always that under any conditions the minimum t afford adequate protection to all Canadian producers.

It will be noticed that the Association declared ... on the preferential tariff. An attempt was made to separate the preference clause from the protective clause, but ... s felt that the Association should show that the two ideas could be combined. The first and foremost principle laid do protection to home industry. No tariff can be wholesome without providing for that. Then we should raise a wall against foreign nations as they do against us, and give the difference to Great Britain. But it was also pointed out that in granting a preference to Great Britain or the col... should get something in return. The Association feels that the Empire and its parts will profit by mutual trade, but it is not satisfied that Canada should make all the sacrifice necessary for the establishment. We should look for cooperation in the other colonies, and the manufacturers believe we will n in vain.

COLONIAL TRADE.

President Munro dwelt forcibly on the possibilities colonial trade. He said: "Now in regard to our exports other British colonies, it is well to fully under at which we have arrived We were inform our share of the West-Indian trade is about 5 you have realized something of the room there is for ment. But when we return to Australia we find an e trade nearly double that of Canada, and Ca...'s not 5 per cent., nor 1 per cent., but about one cent. Looking toward South Africa and ta... for Cape Colony alone, the imports for 19... Government imports) are set down at $80,0... share being represented by a fraction so s... cely visible.

"Of course, we must make allowance for s... Canadian goods via United States ports b... United States goods, but even then the tr... plain that we are woefully out of touch w... in other lands, and they are equally out of tou... their exports to us are even less than our ...

Intercolonial trade is growing, however. facturers' Association is doing much to en... sent its delegates to the West Indies, and ... vention to send a man to South Africa. It h... and agents in the different colonies and s...

MANCHESTER.
MONTREAL.

THE

Gault Brothers Co.

LIMITED

Wholesale Dry Goods.

VANCOUVER.
WINNIPEG.

Montreal, Sept. 1st, 1902.

Dress Goods Department.

FALL SEASON 1902.

...EN,

The GAULT BROTHERS CO, Limited, wish to draw your attention ...heir Dress Goods Department which comprises all the latest ideas in Ladies' Fabrics. We always carry a complete stock in plain and fancy st...s, so would deem it a special favour if you would kindly ask to se... our range and compare values before buying elsewhere. Our success with the following goods, both in placing and repeat orders, is a proof th... have met with the requirements of the trade, viz. :

Forrester Cloth	Alexandria	Zibelines in
Beaverette	Imperial	Serges
Marconi	Satin	Belcloth
...zzer	Amazones	Satin and Amazones

...f...—Numbers 100-101-102 **Frizzer Specials** are undoubtedly the best value in the trade.

...NS, SILKS, VELVETS and VELVETEENS are Al...

...isit to this Department will be greatly appreciated, and ...ention given to everyone.

Yours truly,

DRESS GOODS DEPARTMENT.

tries, and these gentlemen are doing good work in placing Canadian goods on those markets. The Trade Index is going out in large numbers to advertise Canadian industrialism, and direct lines of steamers are being inaugurated at the pressure of the manufacturers. It only rests with the individual manufacturers to follow up the advantage. The pointer they have given the Government, that the Canadian agents should be practical and competent business men, is in good season. It is said that some agents in the West Indies cannot be located.

EXPORT DUTY ON PULPWOOD.

E. B. Eddy, of Hull, was one of the most energetic men at the convention, and that in spite of his 75 years. He made a characteristic speech in submitting his resolution that an export duty should be placed on pulpwood. He claimed that if this were done many of the United States paper manufacturers must needs move their factories to Canada. This suggestion has frequently been made before, notably by Mr. McGibbon, of The Laurentide Pulp Co., and the Association thought well enough of it to ask the Dominion Government to place an export duty of $4 per cord on pulpwood.

EXHIBITIONS.

The Association has devoted considerable attention to exhibitions, both in and outside of Canada, feeling that people have not an adequate conception of the high-class goods made in this country. Mr. Munro says the people of the West Indies knew we exported lumber and packed fish, but never imagined for an instant that Jas. P. Murray made good carpets, or that Mason & Risch made high-class pianos in Canada. Foreign nations are ignorant of our industrialism, and loath to say, many of our Canadian people are in the same plight. This is the justification the Association puts forward for sending exhibits to the Wolverhampton and Cork Expositions, for drawing the attention of its members to the Peace Exhibition which is to be held in Cape Town next year, and for deciding to agitate for the holding of a British-American Exhibition in Canada in 1903, to include Canada, the West Indies and Newfoundland.

SOME THINGS ACCOMPLISHED.

The influence of the Association must always be reckoned with in transportation matters. During the past year the Railway and Transportation Committee has seen much accomplished. It has seen the report of the railway commissioner brought down in support of their contentions. It has seen the Government promise a permanent railway commission. It has seen the freight rates on the Yukon & White Pass Railway cut down on its intercession. It has seen the appointment of a forwarding agent in New York by the Association to look after the shipment of the goods of the members. It has seen its plea for a fast steamship service taken hold of by the Government. It has seen the establishment of a direct line of steamers with South Africa. Much it has not seen, but in view of its accomplishment it can hope that all the other desiderata will be added unto it.

TECHNICAL EDUCATION.

The attention given to technical education in the meetings and at the banquet was phenomenal. "At the threshold," said Mr. Munro, "we are confronted with the fact that in developing our resources our Dominion cannot furnish the needed skilled labor." The Alien Labor Act has been amended just to meet this difficulty. "Can we ever hope to compete successfully with other nations while we are dependent on them for our factory managers, superintendents and foremen, or even, in some instances, for our general operatives?"

Great attention is being given to technical education in agriculture and mining, but what provision is being made for a supply of tradesmen? Toronto is our most fortunate city in this respect, but this year it receded, for its technical school estimates were cut down. The Montreal branch has been giving some attention to an investigation of the technical facilities of the city, and finds that the annual expenditure per pupil is about one-twenty-seventh of the expenditute of a properly-equipped institution in the United States. The existing schools are well attended, but the courses are insufficient in range and thoroughness. Twenty-five thousand Canadians are students of the United States correspondence schools, and these pay at least $500,000 in tuition fees annually. Surely this is a sum that should be saved to our country. Mr. Munro made a stirring appeal for interest in this subject during the coming year.

ASSOCIATION PROGRESS.

To the Association, as such, the past year was interesting as the year of its incorporation. It was also a year of added strength—the addition of 226 new members, making the total membership 1,021, representing a capital of over $225,000,000.

Great strides were also made in consolidation. An office was opened in Montreal with a permanent secretary in charge. A Nova Scotian branch was formed with an initial membership of 55. Sections have been organized, new committees put to work, and on all sides there is more interest being taken in the work.

Much of the credit for the healthfulness of the Association is due to Mr. Munro, the retired president, and it was quite fitting that Mr. McNaught's motion that he be presented with a testimonial of the gratefulness of the members should be accepted unanimously.

The new president Mr. Birge, follows upon a series of active presidents, but he bids fair to keep the lamp trimmed and burning. He is an enterprising manufacturer and a man of large mind and keen grasp. He will be ably assisted by Geo. E. Drummond, a man of strength and one of the staunchest advocates of Canada for the Canadians. With these men at the helm and the old standbys, W. K. McNaught, J. O. Thorn, Wm. McMaster, W. K. George, John Taylor, C. C. Ballantyne, W. W. Watson, P. W. Ellis, Jas. P. Murray, Robt. Munro, Hon. J. D. Rolland, T. A. Russell, J. J. McGill and others we might mention at the oars we can look forward for another year of active service for the Association. It means much to Canada that it should preserve its energetic character. Since the convention a strong Quebec branch has been organized, which will complete its thoroughly national representativeness. One of the most active Quebecers, Geo. E. Amyot, has been appointed chairman.

This sketch of the meeting cannot be brought to an end in better form than by quoting the conclusion to the late president's address: "But to whoever hears or reads, I venture to say that I know of no more patriotic organization on the round world than the Canadian Manufacturers' Association. We are striving to advance the Dominion's every interest, especially her industrial, and incidentally the interests of every other British possession. We have no political interests to serve or party to promote. May the day never dawn when patriotic business men, manufacturers of every shade and grade of political opinion, cannot heartily join in the deliberations of our organization.

"And let me add the prayer that the same enthusiasm, devotion and patriotism that has brought our organization to its present high state of efficiency will be not only maintained but advanced, so that the great themes that open out before us may be deliberated upon wisely, and that the labors of our new executive and committees may in the coming year help forward the development of our loved Dominion and the comfort and happiness of all our people."

The death of William Smeaton, formerly a dry goods merchant and ex-alderman of Belleville, occurred at Airdrie, Scotland, on July 15.

Everyone in the Trade

that examines or handles the products of THE GUELPH CARPET MILLS:—

Wiltons, Brussels, Ingrains, Art Squares

is pleased with them. Some consider them superior to any other Canadian carpets and by no means inferior to the much-talked-of imported article.

There is no better equipped mill than ours and, as we are gaining credit for giving a little bit better value than other makers, we are striving to sustain this reputation.

For Spring, we are now showing some new and very beautiful effects, both in figure and coloring, embodying the creative ideas of our skilled designers, as well as many outside artists.

Our long-established system of selling direct from our mills to the trade assures the closest prices and most prompt shipment.

Repeat orders of any of our patterns supplied on very short notice.

If our travellers have not recently called, let us know and we will forward you some samples.

GUELPH CARPET MILLS CO., Guelph
LIMITED.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART
27 Front Street West, TORONTO

NORTH BRITISH BOOT LACE CO.

Johnstone, Scotland.

Laces of all kinds.

PUT UP IN BEST STYLE.
BEST VALUE ALL ROUND.

THE TRADE SUPPLIED BY

FRANK & BRYCE, Limited

Toronto MONTREAL Quebec





H. B. K. Mitts, Gloves and Clothing stand the stormy criticism of competition.

Also they stand the more tangible storms of the elements.

H. B. K. Mitts, Gloves and Clothing are built to keep out the storms that blow —to keep men warm.

Also they are intended to sell at a profit and that they do sell at a profit is proven by the fact that 3,000 level headed retailers in Canada have bought and sold them for ten years, and to-day they are handling three times as many as they did three years ago.

And there is a moral to all that.

Get in line if the wind blows in your direction.

The Hudson Bay Knitting Co. 30 St. George Street **Montreal**

Men's Furnisher and Clothier

Clothing
Neckwear
Underwear
Hosiery

Devoted to the

Canadian Dealer in Men's Goods.

Shirts
Collars
Gloves
Nick-Nacks

Collars.

IT is superfluous to say that the fold collar will again be a feature of the trade during Fall and Winter, and, no doubt, during Spring 1903 also. This collar has become a staple shape beyond all doubting, and whether it leads as a fashion or not, it will continue to be worn by many people in preference to any other. It is not expected that during the coming cold season the fold collar will meet with the demand which favored it in the past; the wing will encroach considerably on its ground. But a good part of the public will want the fold collar in higher shapes, of course, than those which have been popular during the Summer, though not so extreme as many that were worn last year; and it behooves the furnisher to watch this line well.

It was hard to popularize wing collars. In fact, even now the "popular" trade are not very enthusiastic over them. But among the best dressers they are well thought of, and as a fashionable shape will very likely be the leaders. Medium heights seem to have the preference at present. Consequently, the majority of wing collars have small rather than a large wing. There is always a demand for a variety of shapes in any style of collar, and the large wings will doubtless be worn also.

Straight standing collars — those old stand-bys of the trade—will, of course, have their usual sale, if not a larger one. There are three or four styles, all of which are going well. The poke collar has come prominently to the front again. Then there is always a good demand for the straight standing collar with fronts just meeting. The over-lapping shapes have not been among the first favorites for some time, but their chances for Fall and Winter are very good.

* * *

Hosiery.

THERE is still a fair retail business doing in fancy cotton half hose, but the heavy demand is over for the season, and customers are turning their attention to something heavier for Fall wear. The large furnishers are still pushing these fancy effects to the front, however, although they can hardly hope to dispose of a large quantity of them in September.

At the moment of writing no special "marked down" sales of any importance are being offered in cotton hosiery. These will likely come soon, as all wide-awake dealers are alive to the advantage in getting rid of such stock before the cold weather sets in. In the fancy effects there may be some entirely different designs from those now in vogue, next season, and any such goods carried over may have to be disposed of at a greater reduction than would be necessary at present.

The feature of the trade in fancy cotton hosiery during the latter part of Summer is the predominence of black grounds. Blue, red, white, green and other colors figured in the grounds earlier in the season, but they have gradually been eclipsed by the black. This certainly speaks well for the public taste, for no other color is so well adapted as a back ground for the fancy designs as black.

In the patterns there are all colors, and very many combinations of colors. Stripes, both vertical and horizontal, are arranged in many ways, and spots, figures and scroll designs appear as frequently. Among the scrolls are a few pretty effects in yellow which are very well liked.

Lace openwork effects have gone well among the best class of trade. As a rule plain blacks were preferred in these, but there was also some business done in fancy designs, usually in such dark colors as purple, wine color, etc.

For Fall and Winter, we will, of course, have much more plain blacks, greys, tans, heathers, etc., but the fancy hosiery will not be completely overlooked. What colors are shown, however, are of a more subdued tone than those now taken. Chocolate is well thought of, and dark green, purple and wine colors are looked upon with favor for the cold weather trade.

* * *

Neckwear.

"Midget Strings" the Rage.

APART from the ordinary run of business in men's neckwear, which is especially brisk at present, there is nothing exceptional to record except the continued run on midget strings. Repeat orders coming in have all been for the chord stripes in this variety.

The feeling as the season advances is that large shapes will once more be the proper thing in flowing-ends and puffs. Bows are at present selling well, mostly in the smaller or midget varieties. As for colors, green seems to be the favorite shade all around.

A Large Assortment of Neckwear.

In the men's furnishing department of The W. R. Brock Company, Limited, Toronto, they are showing an unusually large and nobby assortment of attractive styles of neckwear, to retail at 25, 50 and 75c. each, consisting of derbies, knots, puffs, bows, Ascots and Coronation and Sir Wilfrid styles. Buyers of men's neckwear who want to be in the swim cannot afford to pass Brock's assortment this season.

Repeat Orders for Chord Stripes.

E. & S. Currie, Toronto, the men's furnishers, apart from their ordinary business, have been experiencing a great demand for their midget stripe ties. Repeat orders for these are being received daily and are nearly all for the chord stripes. Besides their regular trade in men's neckwear, this

firm are making a great bid for the trade in women's neckwear and their ruffs and other goods are to-day leaders on the market. As it is only a year since the firm began the manufacture of women's neckwear, their progress is remarkable.

Exhibition Neckwear.

In men's neckwear during the Exhibition Wyld-Darling Co., Limited, will have on their tables some special values in knots and four-in-hands, to retail at 15 and 25c., made from dark rich silks. They are bound to meet with quick demand. Their stock is well assorted for early Fall trade in men's white collars, shirts, braces and black rich cashmere half-hose.

Crystaline and Frozen Effects.

The new ideas in shades and combinations in the old crystaline or frozen effects first introduced by the Niagara Neckwear Co. last January are now in their travellers' samples. These are the results of their designer's Summer work. They are marvellously beautiful. Orders better be placed the moment they are seen or the same trouble will occur again, "All Sold Out." The firm are also showing some new colorings and shades in "Velvo-Chameleon" cloths, beautiful greys and browns.

* * *

Cravat Don'ts.

1. Don't ever wear a "made-up" cravat of any kind.

2. Don't stick a pin in a cravat for display only. Although cravat pins should be decorative, they should invariably serve the useful purpose of holding the folds of the cravat in place.

3. Don't wear an ornamental spiral stud in a cravat.

4. Don't wear a black tie with evening dress.

5. Don't wear a white tie with a dinner jacket.

6. Don't wear a tie with a frock coat.

7. Don't wear a white silk cravat with a business suit.

8. Don't wear a tie so high on a fold collar that the collar button will be visible.

9. Don't wear a cravat designed for a special occasion at an unappropriate time. (For example, an outing stock with a frock coat, or a white "full-dress" tie with a business suit.)

10. Don't call every form of cravat a "necktie." Speaking generally, say cravat; specifically, say Ascot, four-in-hand, tie, etc.

11. Don't speak of "gent's neckwear." Cut out of your vocabulary "gents," "neckties" and "pants." — Keiser's The Cravat.

* * *

Shirts.

THE demand for negligee shirts has not been as great as in former Summer seasons; nevertheless, considering the bad weather, a good business has been done. Still, there has no doubt been some disappointment among the retail trade—jobbers have less reason to grumble—as furnishers are more and more looking to negligees as one of the quickest moving lines of the Summer trade.

There has been some increase in the demand for stiff bosoms, but not much. For Fall and Winter, however, the usual number will doubtless be taken.

In these stiff bosoms the striped patterns are prominent and the vertical stripes still hold good. An American paper announces that cross stripes will come in again before long. This is an English fashion and may be brought over here, but indications of cross stripes, so far, are very few indeed. However, vertical stripes have had a long run and a change will surprise no one.

The new designs, in combinations of small spots or figures and hair lines, have been received by the trade very well indeed. These are among the most artistic productions yet put on the market. The grounds are in subdued tones of green, blue, grey, etc., the designs being carried out in black.

Shirts at 75c. and $1.

The W. R. Brock Company, Limited, Toronto, are showing for the Fall two special lines of men's regatta shirts, the "Cleveland," to retail at 75c., and the "Pittsburgh," to retail at $1. The patterns are correct, the fit perfect and the make all that could be desired.

Fall Lines of Shirts.

In men's wear, The Wyld-Darling Co., Limited, report Fall trade opening up briskly, their house showing special lines to be on exhibit during the Industrial Exhibition. In men's working shirts they have some exceptionally good values in black and white striped shirts, large size, double-sewn seams, and well-finished, which can be retailed at 50c., 75c. and $1. Beside these lines they have a large assortment of other working shirts suitable for all branches of mechanics.

* * *

Underwear.

HOPES were held by most dealers that during August the demand for Summer underwear might be a little more encouraging, but sales continued small for the most part, and the sooner the Summer of 1902 betakes itself to the back of the calendar the better. The largest furnishers, or those who do the highest class business, have not been affected to the same extent as others. The fancy silk undergarments came in for a fairly good demand, and any high-class novelties shown went comparatively well.

Buying for Fall began well; the trade apparently has no fear on the score of Fall or Winter sales. Stripe effects are well liked, the patterns being all horizontal. Solid shades in blues, salmon and pinks, have been in fair demand. Naturals and whites, though, hold their usual place at the front for medium and heavy-weight underwear. Fleece-lined and natural wool are, of course, again coming forward. The medium and heavy-weights in balbriggans go as usual, the white and naturals being considerably better sellers than the fancy effects.

The Wolsey.

The Brock Co. keeps in stock in Toronto three lines of The Wolsey unshrinkable underwear; also the elastic-ribbed. Send your letter orders for them to Brock's, or inspect samples in the hands of their courteous travellers.

Fall Underwear.

Into Fall underwear The Wyld-Darling Co., Limited, are going extensively. Their fleece-lined goods and Jaeger, blues and fancies, which can be retailed from 50c. and 75c. to $1, and they have boys' lines to retail at popular prices. In plain Scotch goods this house report increased demand this season, and are showing all weights in various prices, varying from 35c. to $2 per garment.

Special note should be made of the Wolsey brand, which is guaranteed unshrinkable, and demand for these lines is increasing every season.

* * *

Becoming Color Combinations.

"But not express'd in fancy; rich, not gaudy."

IT is impossible to lay down any set of fixed rules that will govern in the selection of the cravat. A few general principles, however, may be suggested here that will prove helpful.

Four points are always to be considered in this connection, namely: Complexion, clothes, occasion and season of the year. Two others also are sometimes to be reckoned with, age and vocation.

Men should distinguish carefully between what is individually becoming and what is mere passing fashion. Vast

Caulfeild, Burns Co.

17 and 19 Front St. West, Toronto

Up-to-date Neckwear

Fresh stock of the very latest novelties in American Silks to hand.

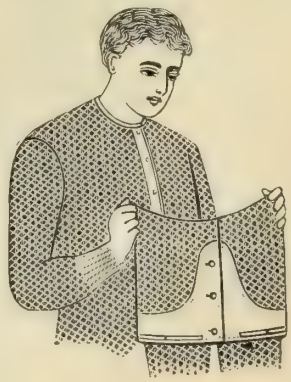
Suitable patterns for the Narrow Derby, Midget, String and Bow Ties.

Don't forget we are headquarters for celebrated lines of English Worsted and Cashmere Half-Hose. Every first-class furnisher carries them.

Ask to see our latest workingman's shirt—**The hit of the season.** It is a Black and White Stripe Moleskin, with **double** back and **front.**

All customers are welcomed to our Warehouse during the Exhibition.

This is Seed Time



for the farmer, but it's harvest time for the furnishing goods dealer who has provided himself with a stock of the

Dr. Deimel Underwear

The seed has been sown by extensive advertising in the magazines.

ARE YOU READY TO REAP?
WRITE FOR OUR TERMS.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

This Label on all genuine Dr. Deimel Undergarments.

SOLE MANUFACTURERS,

The Deimel Linen-Mesh Co.

2202 St. CATHERINE ST.,
Montreal, Canada

London, E.C., England,
10-12 Bread St.

numbers of cravats of scarlet, bright blues, tan and grey are bought without regard to their becomingness, merely because they happen to be the mode of the moment.

Certain extremes of neckdress may be indulged in by the man whose wardrobe is large and adapted to all occasions. The average man, however, would better stick to the color combinations that are backed by the unchanging canons of good taste. Such are plain black and some of the shades of plain colors, such as indigo, bottle green, garnet and suede; also black, with white figure or stripe; indigo with white, black with scarlet and kindred safe color combinations. These same subdued tones of color should prevail in the cravat when there is color in the clothing, shirt, complexion, or hair of the wearer.

Again, men of light complexion may favor the blues and greens, while those of darker type may lean towards the warmer shades, such as crimson, garnet, and black with scarlet. Usually with a striped shirt a figured or plain cravat affords the best complement; and per contra with a figure shirt a striped cravat is effective.

In cravats, as in everything else, the highest order of good taste is most often satisfied with a quiet scheme of color and pattern, coupled with richness of quality, rather than that which is bizarre.—Keiser's The Cravat.

* * *

Concerning Fall Styles.

THE DRY GOODS REVIEW was given some very interesting notes by a member of The Caulfeild, Burns Co., Toronto, lately. (By the way, this name may sound a trifle peculiar to the members of the trade just at present. Let it be said in explanation that on August 1 the old-established firm of Caulfeild, Henderson & Burns was merged into The Caulfeild, Burns Co.)

"Our Mr. Burns," said the member of the firm interviewed, "has just returned from New York after having scoured the markets for the latest novelties in tie silks. He has been singularly successful in picking up several valuable lines, samples of which are now in the hands of the firm's travellers. He found on his trip that Barathea cloths in black and navy grounds with small figurings are all the go. In shapes the midget, string and the bow seem to be the leaders at present, while for Fall wear the tendency is to larger derby ties of 2½ and 2¾ in. sizes.

"Our firm are also showing a decided novelty in workingmen's shirts, made from moleskin. They come in black and white stripes, made with double back and front. Without doubt these are the best articles on the market for the purpose intended.

"The styles for stiff-bosom shirts seem to be white grounds with neat stripes and figures. These designs are giving place to high-colored stripes and checks. Everything in shirts, ties, etc., is coming back to quieter colors."

The reputation of The Caulfeild, Burns Co. for their well-known worsted and cashmere half-hose is still being maintained, as is evidenced by the large repeat orders for Fall trade that are constantly being received. In half-hose, it was explained that stripes and spots are still the prominent leaders, showing no signs of a falling-off. They are made especially in cashmere goods. In knit wool gloves for Fall there is quite a demand for the white, grey and cardinal shades.

* * *

John Macdonald & Co. are showing several job lines away below manufacturers' prices in 6-4 serges, naps, vicuna-finished meltons, vicuna-finished beavers. They have an especially low line in 3-4 Canadian tweeds at 25c. per yd. They have in stock a good assortment of curl cloths and sealettes.

THE MAN OF FASHION.

What a Leader in the Smart Set has to say Respecting the Ultra Fashion of the Moment.

AS it is a trifle too early yet to make any very definite remarks about styles in men's apparel for the approaching Fall, it will, perhaps, be as well to follow the plan of the leading United States writers on the subject of men's dress and devote some attention to the correct thing in evening dress wear and kindred subjects. So far as dress is concerned, New York leads and Canada follows, though there is a tendency on the part of many Canadians to copy English styles direct. Still the New York ultimatum on fashions exercises a great deal of influence on the average Canadian, and may be said to predominate.

SUMMER LAXITY.

A spirit of laxity has crept over the face of society during the Summer months and at the dances at Summer hotels and at Summer resorts at the seaside, the lakes and the mountains, as well as at all other forms of entertainment, men have placed comfort before fashion and have worn just what suited their convenience. Among these very convenient articles of apparel have been the tuxedos, or dinner-jackets, the blue serge coats and white duck trousers.

THE TUXEDO.

With the present rush back to the cities and the return to more formal modes of life, men must conform themselves more closely to the correct rules of dress. Thus they must exercise care as to when to wear their tuxedos. During the Summer these most convenient coats have been slipped on at any time, when something a little more dressy was required than ordinary morning clothes. At such times the wearing of the tuxedo has been perfectly good form. But there are other demands made on men when once the informalities of Summer are over.

When society has once more returned to the cities, and the round of dinners, dances and theatre-parties is again in full swing, the long-tailed coat and white waistcoat will become once more the all-around correct wear. Not that the tuxedo may not be worn at all, but it must always take second place to the long-tailed coat, while on occasions its wearing is entirely prohibited.

THE RULE OF DRESS.

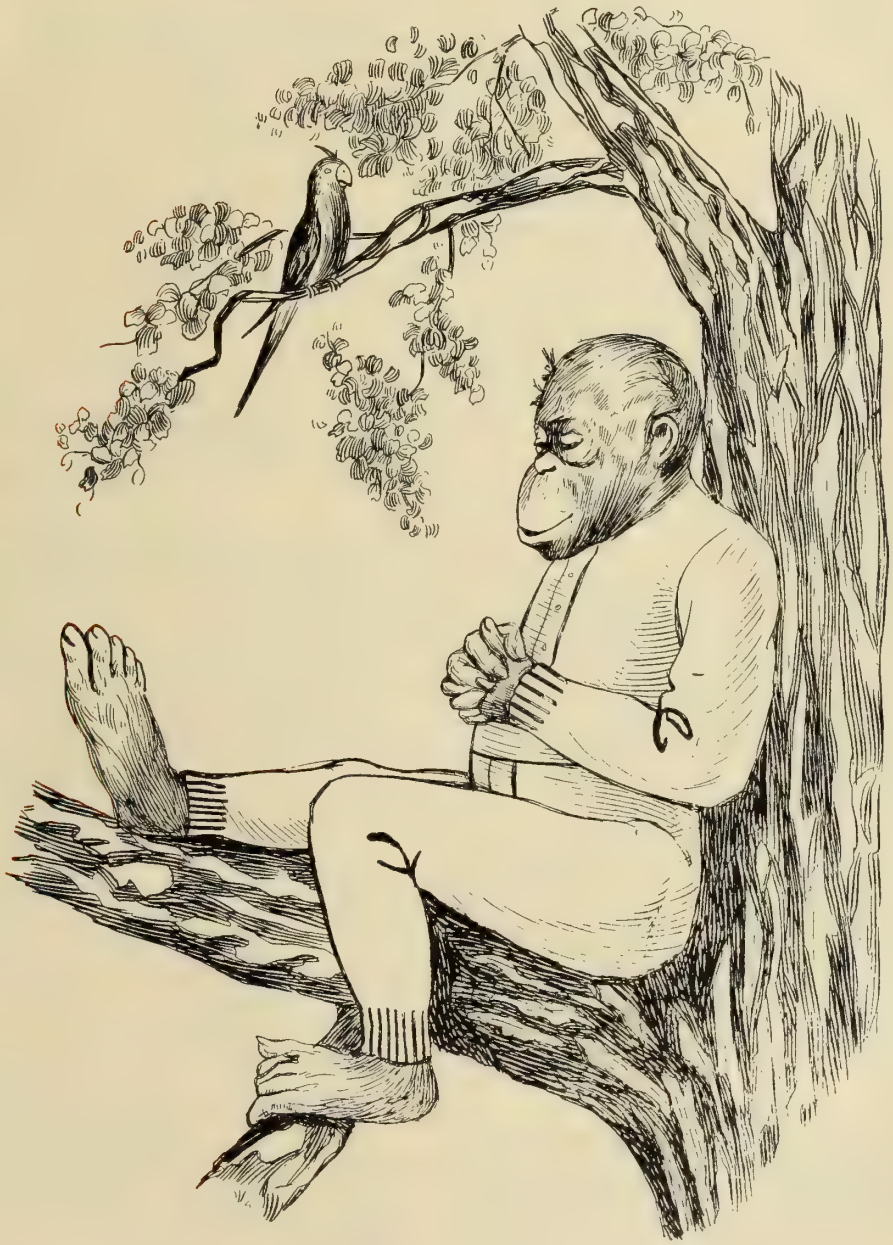
The rule has been laid down that where women are of the immediate party, the tuxedo must not be worn. No matter how convenient it may be to wear a tuxedo, this rule should always be followed and it is found a solution to many a man's difficulty as to what to wear. In his own house, at a purely, informal gathering or dinner, it is permissable for the master of the house to put on his tuxedo, but it would be more of a compliment to the ladies present, if he wore the full dress coat. At all outside functions or formal entertainments in one's own house, where ladies are present it is absolutely essential to wear the full dress coat and not the tuxedo. Even when attending one lady to the theatre the rule must be followed. But where gentlemen are to be alone in one another's company, either at dinner or at the theatre, then it is that the tuxedo may come into universal use. These are the occasions when it has its greatest value. Lounging about and smoking, which might have disastrous effects on the long-tailed coat, are scarcely so injurious to the tuxedo. Moreover, to those who cannot afford one dress coat to be worn in the company of ladies and another to be worn when smoking or lounging about is to be indulged in, the tuxedo offers a happy refuge.

MATERIAL.

The tuxedo is usually made of black unfinished worsted, dress worsted or vicuna. The cut is the straight back, without

DON'T **MONKEY** *WITH YOUR*

Underwear Trade.



Sell the "PENMAN'S," the ONLY kind to sell and the ONLY kind to buy.

Ask For TRADE MARK WARRANTED HIGH GRADE PENMAN CO. UNSHRINKABLE *Pen-Angle Brand.*

noticeable spring to the seams, with full-faced ribbed silk collar extending in a fairly broad roll about half-way down the front and below the roll, the edges falling rather straight to the bottom and rounded off to the sides. Side pockets with flaps and outside breast pocket on the left without flap are recommended. Trousers are similar to those worn with evening dress and the waistcoat, of the same material, is made with a broad v-shaped opening.

THE USUAL ACCESSORIES.

The high-band turn-down collar is the usual make worn with the dinner-jacket. Tie and waistcoat should both be black. The shirt should be of plain white linen only. The accompanying hat should be either a Panama or a straight-trimmed straw in Summer and a derby in Winter. The high silk or opera hat is out of the question.

DRESS SHIRT STUDS.

Many of the lesser details of a man's dress require careful attention, for even small things are noticed sometimes. Studs are one of these details. The best usage is to wear pearl studs. These, with small pearls set on gold stems, make very handsome pieces of jewellry. If made in one piece they will, in the long run, be found to be more serviceable than any patent device for holding them in place. Those who cannot afford to wear genuine oyster pearls should not be content with the imitation varieties made of paste, but should secure Roman pearls, which are both inexpensive and handsome.

WHEN GOLD STUDS ARE CORRECT.

With the dinner-jacket, because its wearing is at all times informal, gold studs are in keeping. They are less dressy and consequently conform themselves to the use of the tuxedo.

Colored stones in studs have never become popular, though attempts have been made to render them so. Occasionally very handsome ones are to be seen, but the tendency would be to loudness, were colored stones to become at all the rage. Evening dress is as much as possible plain black and white in effect and the pearl stud is much more in keeping with the general tone of the dress than any colored stud would be.

PLAIN GOLD CUFF LINKS.

As for cuff buttons, the plain gold links show the best taste. When it comes to stones, as was remarked before, the tendency would be towards a loudness and display inconsistent with the tone of evening dress. So many false stones are worn and these are made up in such strikingly loud ways that the plain gold link is most quiet and refined in comparison. These gold links with monograms are uncommon and well-suited for gentlemen's wear. If oval in shape and flat on top, with sharply cut edges and monograms engraved on each link, they are quite good-looking enough to suit the most refined taste.

NECKTIE FIXTURES VARY.

Plain gold for all fixtures for holding the necktie in place is also to be desired before any bejewelled fixtures, though this rule is by no means so stringent as regards the fixtures as it is in connection with the studs and links, for the fixtures are usually concealed by the tie or waistcoat.

WATCH CHAINS AGAIN.

In the matter of watch chains, the custom of wearing them with day dress is coming more into vogue. The simple leather strap with small gold buckle has become somewhat fashionable, and there are various handsome designs on plain leather straps that are much worn. On the contrary, with full evening dress watch guards are not yet the correct thing.

RINGS AND PINS.

To follow the rules laid down before, the plain gold signet ring is the most desirable kind of finger wear. If it be not worn, it is much preferable to have no ring on at all. As for scarf pins, they should be rather on the small sizs than large and flary. With this exception, they may be of any style and of any value.

THE BOW DIES OUT.

Coming to the question of ties in general, it has been noticeable in New York this Summer that bow ties have been losing in popular favor. Whether this has been due to the great run on the eccentric-shaped bows is doubtful. It is more probable that after being worn a long time, it was deemed expedient to have a change. The prevailing tones at present worn are dark and the material used is plain or figured silk. The shape is such that the ends of the tie are very slightly broader than the knot and are finished square. The pointed end bow is now entirely antiquated.

POPULAR FOUR-IN-HANDS.

Most fashionable of all ties has been the narrow and medium breadth four-in-hand. Some of these are very handsome. Dark purple silk crepe with bright designs, made up into a straight narrow tie with square ends makes a very becoming article of neckwear. Other shapes worn broaden out at the ends, which are cut to points. The broad straight style with the flowing ends, called the Imperial, has also been worn a good deal.

FELT HAT DROPPED.

A noticeable feature in hats has been the absence of the felt hat among well-dressed men. The Panama has entirely superseded it, except for rough wear, when it has been a very convenient article of headwear.

"BEAU BRUMMELL."

* * *

Notes of the Furnishing Trade.

THE W. R. Brock Co., Montreal, report placing in the hands of their travellers this week four clearing lines of all-wool ribbed shirts and drawers, 15 to 20 per cent. below the regular price. In elastic ribs their 22-oz. unshrinkable to retail at $1 is conceded by all buyers to be of extra value.

E20 wool mitt to retail at 12½c., P31, P32 saranac mitts to retail at 25c., S40 and S41 muleskin mitts at a close price, can be retailed at 25c., are being offered to the trade by the W. R. Brock Co., Limited, Montreal. All these numbers are excellent value.

The "Boss" sock to retail at 25c. is reported by the W. R. Brock Co., Limited, Montreal, the best line of cashmere hose to retail at that price in the market. Lumbermen's socks No. D12 to retail at 50c. is special value with the same firm.

Three special lines of overalls are being shown by the W. R. Brock Co., Limited, Toronto, that cannot be beaten. They are the King, which retails at 50c. No. 1025, retailing at 75c., K. of L., retailing at $1.

* * *

Gloves.

Boys' and Men's Gloves.

IN boys' and men's Fall and Winter gloves, Wyld-Darling Co., Limited, are showing an extensive range in the mocha finished goods, to retail from 50c. to $2. also in kid finished goods in tan and brown colors.

* * *

New Manufacturers' Agent.

AFTER thirteen years of buying and travelling for the firm of Caulfeild, Henderson & Burns, of Toronto, Mr. Thomas Norman has severed his connection with the company, to become a manufacturers' agent, with offices at 52 Wellington street west, Toronto. As a mark of the appreciation in which he had been held by his employers and associates, Mr. Norman was presented with a handsome office-chair on his departure from the firm.

Amongst some of the manufacturers to be represented by Mr. Norman will be H. Jacquin, sole agent for M. Mau-

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West TORONTO, ONT.

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

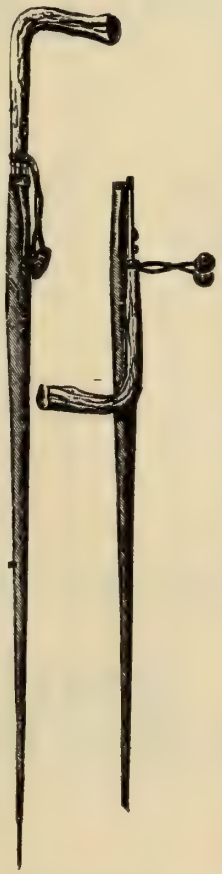
The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B.C.

Umbrellas For Christmas Trade.



SAMPLES NOW IN THE HANDS OF OUR TRAVELLERS.

The Irving Umbrella Company, Limited

20 Front Street West, TORONTO.

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES in all classes of HOSIERY and SHIRTS **London, England**

Men's Shirts and Drawers
" Half-Hose
" Knicker Hose
Cardigans, Sweaters, Jerseys
White and Colored Shirts and Tennis Shirts
Collars in all newest shapes
Women's and Children's Hosiery, Vests, Drawers and Combinations.

See our line before placing Fall orders.

REPRESENTATIVES FOR CANADA AND UNITED STATES

The British Import Co.

1 WEST WELLINGTON ST. (Corner Yonge) TORONTO

MATTHEWS, TOWERS & CO.,

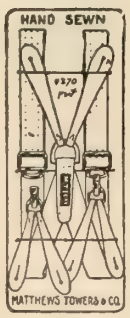
The key to success is Right Buying

WE ARE SHOWING

THE LATEST NOVELTIES

IN

Men's Furnishings



We are showing a more than usually fine range of

Hand-Sewn Braces

This line of goods is exclusively confined to us for Canada and is well known from Halifax to Dawson City.

Neckwear

In Neckwear we are showing new shapes with latest designs just received, and are ready for immediate shipment.

MATTHEWS, TOWERS & CO.,

EXCLUSIVELY

14 St. Helen Street, MONTREAL.

We are now showing for Spring 1903 our Celebrated

COOL FEET

HOSIERY.

In addition to this line we are offering Extra Value in Black Cashmere at all prices. Our



CRODYE FAST BLACK Unshrinkable Cashmere HOSIERY

among other lines.

Newest Goods in . . . . .

White and Colored Shirts,
Imported Collars,
Umbrellas,
Waterproof Coats, etc., etc.

Our Colored Shirts include the most up-to-date designs for Spring of 1903.

We have a full assortment of

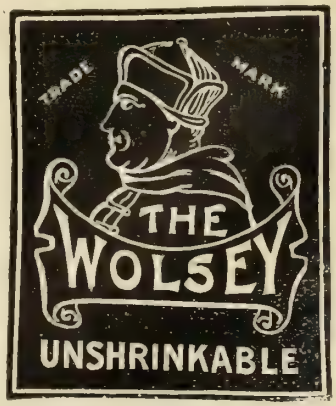
UNDERWEAR

FOR FALL AND WINTER ASSORTING TRADE

including the Celebrated "WOLSEY," Guaranteed POSITIVELY Unshrinkable.

Spring Underwear

We are also ready with a large assortment, including some particularly good values in Spring Underwear in plain and fancy Balbriggans, Silk Stripes, and Mercerized goods



14 St. Helen St., MONTREAL.

MEN'S FURNISHERS.

chauffee & Cie, of Troyes, France, makers of French underwear and hosiery, along with some of the leading makers in England. The lines handled will include underwear, hosiery gloves and laces.

Mr. Norman, owing to the fact of his birth in Nottingham, England, and his training in the underwear and hosiery business there, is amply competent to handle these goods. Thirteen years ago he became buyer for the firm of Hyslop, Caulfield & Co. and remained with them until the present time, right through the changes that occurred in the firm. Being well and favorably known to the trade from the Atlantic to the Pacific and being so intimately acquainted with the manufacturers visiting Europe every year, there can be no hesitation in saying that he will make a success in his new venture.

* * *

A Wide Range of Suitings.

IN men's wear in Scotch tweed suitings, John Macdonald & Co. are showing a large variety in latest tints and colorings. Among the most popular are olive, gold tints, browns; also latest things in black and white. In trouserings, they are showing the latest and newest things in stripes. Among the most popular is a large range of Belwarp trouserings in all the newest designs.

Latest designs are being shown in domestic goods, Canadian woollens, suitings and trouserings.

In evening dress fabrics they show a large variety of blacks, vicunas and Shetland makes; also a large range of smooth-finished, basket-weave Tuxedo cloth. In overcoatings they have the most popular makes in soft fabrics, greys, browns, heathers and golden mixtures. They carry a large range of covert rainproof cloths, in greys and tans; also in fancy backs for overcoats.

In tailors' trimmings, they have a large range of newest and most popular designs in mohair twills, such as Mabel and Beatrice twills, and a large variety in black and colors.

* * *

John Macdonald & Co.

IN their men's furnishing department, John Macdonald & Co. are carrying a special line of men's neckwear, with new patterns, to retail at 25c. They have a large range of ladies' waterproof coats, rubber and proof cloth, at popular prices.

John Macdonald & Co. have been appointed sole agents for "Nott-a-hook." All numbers are now in stock. They will be pleased to give further information on application. Their stock of men's Winter underwear is now complete, and buyers will do well not to place orders before seeing their samples.

* * *

Umbrellas for Fall.

UMBRELLAS are now in good demand for Fall trade. Among the best sellers of the season is a special line, with mercerized cloth, paragon frame and very handsome handles. They have the two-bulb, Twentieth-Century runner, and retail at $1. These are shown by Brophy, Cains & Co., who also report a good sale for their well-known self-opening umbrella, which can be retailed at $1.25 to $1.50.

* * *

Death of a Hamilton Merchant.

MR. JOHN MURRAY, a well-known merchant in Hamilton, who has conducted a men's furnishing store at the corner of King and Hughson streets for the past three years, died August 14. He was 46 years of age, and was single. He was a son of Mr. Alexander Murray and brother of Mr. Alex. Murray and Mrs. Wm. Hendrie.

Linen-Mesh Garments.

DR. JOHN C. CRACKNELL, of The Deimel Linen-Mesh System Co., was in Toronto a short time ago, and THE DRY GOODS REVIEW had a pleasant, though brief, chat with him. His visit in Toronto was merely a stage in a journey around the world in the interests of his firm. He is a well-informed man, and, while he is enthusiastic over the linen-mesh goods which his firm manufacture, he is also an interesting conversationalist on many subjects, having travelled extensively. While in Toronto he visited a number of physicians who were not only wearing, but recommending linen-mesh underwear to their patients, and he informed THE DRY GOODS REVIEW that their reports were most gratifying.

"Why," said he, "some of the medical men look upon us as humanitarians, in business for the purpose of benefiting humanity more than for the purpose of gain. It is quite true that the first cost of our garments is higher than some other lines of underwear, but you must remember that this is unavoidable, as they are made of flax. The Deimel undergarments are the only only ones made of flax on the market. As you no doubt know, there are hemp, ramie and even cotton garments being put on the market as flax garments."

The agents for the Deimel linen-mesh underwear in Toronto are Harcourt & Son, Wheaton & Co., and W. A. Murray Co., Limited. The head office for Canada is No. 2202 St. Catharine street, Montreal.

* * *

Improvements in Suspenders.

THE Dominion Suspender Co. have made some great improvements in the "President" suspender. The whole suspender is changed in trimmings and quality. This has been occasioned by the constant steady demand, as the brace has passed the novelty stage. It is now one of the best braces on the market for service, style and comfort. The price has also been advanced.

The company have purchased the Canadian patent on the "World's Beauty Suspender," a combination suspender and belt, one of the most unique ideas ever invented. Every buyer should see it.

* * *

A New Wholesale Firm.

BRADSHAW, MACDONALD & CO. is the name of a new firm which opened up for business during last month, at Front street west, Toronto, as importers and wholesalers of linings and tailors' trimmings. The firm consists of Mr. George Bradshaw, a well-known and popular traveller for many years, and Mr. R. Macdonald, a former retail merchant at Seaforth, Ont. Both are practical business men, and the new firm will doubtless receive a liberal share of public patronage.

* * *

The Stock of Two Mills.

"We have cleared out the stocks of two of the largest mills, comprising in all 700 pieces of ¾ tweed, which we are offering at below mill cost." This was the most important piece of information derived by the DRY GOODS REVIEW from the woollen department of The W. R. Brock Company, Limited, Toronto.

In addition to this big purchase the company are carrying an immense stock of black and blue worsteds and serges. In black venetian worsteds, they have four or five large stock lots which are being sold for ladies' tailor-made suits. These were bought before the advance in price.

An extensive range of all the latest patterns in Canadian and Scotch tweeds and fancy worsteds is being shown in the

BY BUYING

Pewny's Kid Gloves

you get the

Latest Styles
Best Colorings
and **Surest Fits**

AND IN ADDITION

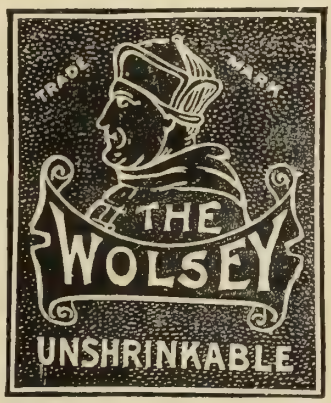
THEY ARE GUARANTEED.

S. GREENSHIELDS, SON & CO.
Montreal, and Vancouver, B.C.
Sole Selling Agents for Canada.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY
Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.
May be had from Leading Wholesale Houses.

If you know of anything better than

VELVO

for Cravats, the secret may make you rich.

Niagara Neckwear Co.,
LIMITED
NIAGARA FALLS
"ONLY MAKERS"

MONTREAL—Philip De Gruchy, 207 St. James St.
QUEBEC—L. A. Bergevin, 70 St. Joseph St.
WINNIPEG—T. Whitehead, Western Canada Building.
TORONTO—W H. McDougal, 57 Bay St.

men's suitings section. These include all the latest novelties in stripes and checks. In fancy trouserings two or three hundred different patterns and designs are kept in stock. A speciality in this department is made of the Saltaire serges, worsteds, vicunas and llamas. This range comprises between 40 and 50 different qualities, these being, it is said, the finest goods of their kind made in the world. The colors are guaranteed sun-proof and sea-proof.

Fall overcoatings likewise are shown in large variety. These comprise grey cheviots, llamas and some five or six ranges of waterproof coverts. In Winter overcoatings, Brock's range of meltons, beavers, cheviots and llamas is a large one, consisting of all qualities and colorings in some 80 different varieties.

In, fact in Brock's woollen department a first-class merchant tailor can secure goods with which to supply every possible taste.

* * *

Hat Factory in Vancouver.

Vancouver is to be a hat manufacturing centre, and soon anything from a London style to a Panama may be made in Vancouver. The factory will be operated by a firm known as the Boston Hat Company, Mr. Wm. Taylor, manager.—The Province.

* * *

Make Any Kind of Cap.

The Standard Cap Co. have an interesting announcement on page 91 for merchants who may be wanting anything in the cap line for Fall trade. In addition to carrying a large stock of the latest styles of manufacture and material for the season's output, they are in a position to manufacture any cap desired on the shortest notice.

* * *

T. S. Marshall, formerly of the Hastings Hat and Cap Co. of London, Limited, left on August 31 for New York to take a position as traveller there.

INTERESTING SUIT OVER NEEDLES.

An interesting case has recently been decided in the Chancery Division of the High Court at Redditch, England, which is of particular interest to merchants who handle needles. It appears, according to the evidence, that a man named J. Y. Morrall had sold a certain firm the right to manufacture needles under his name. It was claimed by Abel Morrall, Limited, Redditch, who is represented in Canada by C. H. Westwood & Co., Limited, Toronto, that the needles made by the defendant firm were an infringement of the needles they manufactured, and they applied for an injunction to prevent the continuance of this practice. The judgment, which has just been given, was in their favor, and the firm which was alleged to be infringing on the right of Abel Morrall, Limited, is, therefore, restrained from continuing the practice. The judges held that the defendants were simply trying to deceive the public by putting a cheaper and inferior needle on the market than that made by Abel Morrall, Limited, a firm which has been in business for nearly a hundred years. The litigation has been pending for some time, and it is alleged that the costs are something in the neighborhood of $10,000.

The W. R. Brock Co., Montreal, are showing a magnificent line of novelty handkerchiefs for the Fall trade. This department is complete in all lines. Just have a look at some of their specials.

FARMERS' CLOTHING TRADE.

AN interesting article from the pen of Mr. Bayless, the manager of the clothing department of a Seattle firm, appeared in a recent issue of The Dry Goods Reporter. It showed particularly the methods employed by his firm to attract the custom of the farmers, and as it should be of equal interest to those engaged in the clothing trade in Canada we herewith reproduce it:

"The clothing department manager is entirely 'too general' in his advertising" says Mr Bayless. "The advertising should stand out plainly and sharply, and every little detail should be noticed.

"I find that current events can be molded into business-getting ads. Of course, I never take the serious side of the newspaper, but I make my windows reflect the 'signs of the times' from the opposite point of view. I usually take an ordinary piece of brown paper, with a ragged edge, and do all my writing with a piece of charcoal. 'Does Counselman Know It?' formed the heading of one of my recent articles. I pasted it on one of my brown paper sheets, and then wrote below: 'We don't know whether he does or not, but did you notice the $10 line we showed yesterday, and what do you think of these suits for $8 50?'

"Anything of this nature attracts attention. I never let an ad. of this kind stay in the window for more than three hours at a time.

SCHOOL OUTFIT SALES.

"It is very seldom that I give anything away in my department, because I know that most people would rather get a thing at a bargain than to have it given to them. Every year we make a big bargain day for the schoolboys. About a week before school begins in the Fall we lay in a big supply of slates, sponges, pencils, tablets, etc. We place a long table, running from one end of our department to the other, and stock it full of these bargains. We sell at prices below cost, but as we always make a special feature of bargains in school suits, shoes and neckwear, our plan is most successful.

A "MEMO."

"Every clerk in our clothing department has a little 'memora.' Every request is jotted down by the clerks, and if enough people call for a certain article in a day, that special number goes to the city on our morning orders. If every retailer would adopt some simple plan like this, the rust and moss would never have a chance to sprout.

COMPETES WITH MAIL-ORDER HOUSES.

"I believe that the time is not far off when the country retailer will be just as particular about his correspondence department as is the manager of like departments in manufacturing and wholesale establishments. There is a great deal to be gained by continuously bringing your goods before the consumer. I have acted for the clothing department of this store on like lines, and I give such methods credit for the prominence we take as a section of the store proper.

"The farmer finds something from this department in every Monday's mail. By changing our tactics of approach, our matter is seldom, if ever, thrown into the kitchen stove. This necessitates quite an expenditure for printed matter, but we make every dollar of it bring returns. I have studied the characters of our customers, and their ways of living, until we know just how to catch their attention. I make it 'their kind,' and they read it. By instructing them, we gain a decided advantage over our chief competitor, who continually fires 'old style' circulars at them.

"I study crops; take agricultural journals (which most farmers never heard of); send for Government statistics on agricultural subjects; study different expositions; new imple-

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, AND OTHER SPECIALTIES

If not represented in your city write for agency and trade discounts.

Dominion Agents for English Manufacturers:

Young & Rochester

Shirt, Neckwear and Vest Manufacturers.

We receive this month new designs for **1903 ANDERSON'S ZEPHYRS** and other Specialties in Shirtings.

The Young & Rochester Vest for day wear and dress has no equal.

Y. & R. Dress Shirts at $9.00 and $12.00 stocked in Toronto.

Tress & Co.

Stamford St., LONDON, W.C.

Manufacturers of

HIGH-CLASS HATS

SILK — FINE FELT — OPERA

Brasenose and Oriel Caps.

Importers

PANAMA AND BRAZILIAN STRAWS.

On view September 1.

If not in Toronto write and arrange for our travellers to call.

STANFIELD'S

Unshrinkable Underwear

FITS ALL MEN

Whether tall or short, fleshy or thin. Stanfield's is made to wear. They fit the body perfectly, avoiding undue strain at any point. The drawers are made of heavier material, as they receive more wear. Special drawers, all seams double sewn, for miners, ranchmen and blacksmiths. Every garment carefully tested before it leaves the factory. Sold only to reliable dealers.

Sole Manufacturers:

The Truro Knitting Mills Co., Limited

Proprietors Patent No. 73731. **TRURO, N.S.**

HARRIS & COMPANY

Limited.

Rockwood - Ontario

MANUFACTURERS

Pure Woollen Goods

Wheeling Yarns
Overcoatings
Ladies' Suitings.

DIGNUM & MONYPENNY

Toronto and Montreal

Sole Selling Agents,

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

♦♦♦♦♦♦♦♦

Cor. Victoria Sq. and St. James St.,

MONTREAL.

♦♦♦♦

SAMPLE ROOMS: 158 Bay St., TORONTO.

101 and 103 St. Peter St., QUEBEC.

ments for farming; present current events in interesting form, and, sometimes, send him an interesting story. During campaign times I give him the advantage of knowing the humorous on both sides. Many times I take up certain themes by request. I send him souvenirs, etc., and make it a point to keep close to his interests.

"I always have something special to offer—some bargain. I aim to fit him complete, and take up the different articles of wearing apparel, in proper season. While this little idea emanates from the clothing department, the entire store reaps the consequent blessing. Such a scheme can be found practical and possible for any country retail store.

"The retail mail-order house knows more about crops than some farmers do themselves. I make special inducements to the customer when these 'harvest catalogues' come out. The methods which these houses adopt should teach the country merchant a valuable lesson—viz., advantages to be derived from knowing the customer and his needs.

SHOULD HAVE EXPERIENCED CLERKS.

"The clothing section stands for the highest. I believe that it should cater to the best, and that all the other departments should build up, using it as the standard. The clothing section must be in charge of experienced men, and should not be a training school for every green clerk added to the working force.

"The country merchant makes a mistake when he gives this section over to some 'new man.' This young aspirant may be as ambitious as a Julius Caesar, and as polite and 'Jewisified' as a clothing Isaac, and still be a nonentity as far as retail experience is concerned. He will go at things with a sort of blind stab, having little sense of the fitness of things. More customers are lost in the clothing section than in any other part of the store, and a merchant cannot be too careful as to quality of help hired.

DEPARTMENT RULES.

"I have made all clerks under my control serve an apprenticeship to a set of rules which every merchant ought to have in his catechism:

1. Do not try to change a choice. If he thinks he knows more than you do, let him think so. If he is receptive, use your knowledge of goods to his advantage.
2. Show goods not asked for. Discretion should fix a limit.
3. Serve buyers in their turn.
4. Be more than courteous or obliging. Be serviceable.
5. Always put stock in order when through with your customer.
6. Salesmen and clerks are responsible for all mistakes.
7. Employes must wear their coats in the store.
8. Employes must buy all goods they desire from the department head.
9. Clerks should feel it their duty to offer suggestions.
10. Keep stock full and complete.
11. Salesmen should sell at marked prices.
12. All charges from one customer must be entered before waiting on another.
13. Rapidity and accuracy are to be sought after.
14. Be self forgetting.
15. Salesmen should not go to office for cut price.
16. Politeness costs nothing.
17. Learn every customer's taste.
18. Jot it down in the "memo" book.
19. No customer wants to be fawned over.

* * *

Meltons are a strong point with the Brock Co., Montreal, but their line to retail at 7c. has been a particularly good hit.

How Nine Tailors Make a Man.

By T. G. Roebuck, New York.

THERE is a sapient saying in frequent use, the origin of which, being little known, has been long and universally misunderstood. This saying is that "Nine tailors make a man."

The erroneous construction of this wise saw has brought much unmerited indignity to tailors, but if read in a proper view it raises that order to an elevation far above any other class of persons.

The true reading of it is that a conclave of tailors, consisting properly of nine, does, by joint effort and skill, make, or create, a man. That such is the proper signification of the maxim, long applied with horrible ingratitude in contempt of so useful a fraternity, may be gathered from observations of everyday life.

It would be sufficient for this operation to ask the reader to note the contrast between the sheepish and awkward freshman entering Columbia College and the same youth when he starts homeward at the end of the first term. If there is a remarkable and advantageous contrast, whereby is it produced? Not by the change in climate; nor yet by store of learning; no, it is an effect of the Promethean talent of nine tailors.

Who that has entered restaurants and hotels has not perceived that the ratio of civility and attention from waiter and landlord is regulated by the dress of the various customers? Any stranger, fashionably attired, will find little or no difficulty in obtaining deference, politeness, and even credit, in every shop he enters, whereas the stranger in homely or less modish garb is really nobody.

The first thing a man has to do is to look like a gentleman—the next is to behave like a gentleman, and the third to feel like a gentleman. Ignorant people reverse the sequence, not being conversant with such simple facts as that if Beethoven himself were to order a box in the Metropolitan Opera House they would not let him in unless he wore a dress coat, and that Damon would ignore Pythias, meeting him on Broadway, if Pythias had a hole in his inexpressibles.

If you are well dressed you are virtuous, or you have all the virtues down to your credit, which for practical purposes amounts to the same thing. If you are not well dressed, policemen are quite likely to lock you up on suspicion of something or other, which is very proper; cabmen will demand their fare from you in advance, which is an excellent rule in your case, and the neighborhood undertaker, seeing you looking pale or hearing you cough, will inquire among all your acquaintances whether you are insured, which is only prudent. You have not the confidence due to a gentleman, for to be such one must first be a man, and to be a man he must have been tailored by nine experts.

There is not a metamorphosis in all the pages of Ovid so wonderful as that which the great magician of the shears and thimble is capable of effecting. The incongruous and unseemly furrows of your shape become smoothed and harmonized; even the total want of all shape is immediately supplied by the beautiful undulations of the coat and the graceful fall of the trousers. And all this is by the potency of the tailor, or rather of the nine tailors in co-operation, who perfect every suit leaving the tailor shops. The nine are the designer, the cutter, the trimmer, the coatmaker, the vestmaker, the trousersmaker, the presser, the inspector and the foreman.

In the case of the individual tailor working alone, the offices of all these are combined in him. So even he is not one-ninth of a man, as the vulgar may suppose, but nine men when he makes a man out of an ill-dressed nondescript.

FOR ALL FLANNELS.

"Riplene"

(Regd.)

An Absolutely Unshrinkable Hygienic Finish for Flannels.

Every Cloth Stamped "RIPLENE" carries the full guarantee of Messrs. E. Ripley & Son Limited.



Samples for Testing can be had on application.

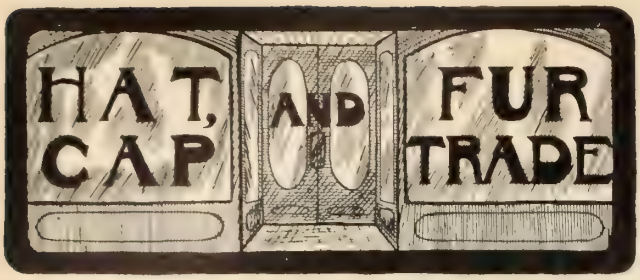
"RIPLENE" TRIUMPHANT.

Unshrinkable by Washing.

E. RIPLEY & SON, Limited,

Bowling Dyeworks, BRADFORD.

Sole Proprietors of the celebrated "PIRLE" FINISH for Dress Goods.



Features of the Hat Trade.

IN hats there is no particular change in styles to report. Trade is opening up well for Fall among the retailers. Black will be in great demand. The latest style that has appeared in New York is a low crown with a wide roll brim, soft hat. This, it is expected will appear soon in Canada. Dark Oxford greys are selling well this Fall. The young men seem to like the very wide stiff hat best.

A "Pajama" Hat.

A well-dressed man, wearing a fine Panama hat, according to a Philadelphia paper, was seated in the smoking car of a Chestnut Hill train the other day, and in the seat behind him were two Irishmen, puffing away stolidly at short clay pipes. One of them had been contemplating the hat in meditative silence for some time, and finally, turning to his companion, said: "That's the sort of hat ye should wear, Casey." "Is it so?" said Casey. "An' phwat kind av hat is it ye call thim?" A pitying smile hovered around the mouth of the first speaker. "It's ashamed av yer ign'rance Oi am, Casey," he said. "Sure th' papers do be full av thim. It's phwat ye call a pajama hat."

Popular Styles in Jackets.

No notable changes have occurred in the fur situation since last month. In the large centres, as Toronto, the tourist trade has been as predicted, better than the average. There is a steady advance in prices in all furs, especially in Alaska seals.

Among the stylish costumes in coats and jackets for the season coming are Alaska seal jackets, 22 in. or 24 in. long, chinchilla or ermine trimmed full box or semi-fitting front, tight fitting back with bell, rolled or plain sleeves.

Alaska seal or Persian lamb jackets are shown, with mink or stone marten reefer fronts, high collar, 26 in. or 28 in. long. Persian lamb or moire Persian or baby Persian coats 36 in. or 48 in. long, full double-breasted box or semi-fitting back, trimmed with mink, chinchilla or stone marten are fashionable. The same style is shown in Alaska seals.

Plain Alaska seal jackets can be seen with full box or semi-fitting front, tight-fitting back, full revers, high storm collars, sleeves plain or straight or rolled back cuffs, 24 in. to 36 in. long; Persian lamb jackets, full box or semi-fitting front, tight-fitting back, full revers, high storm collar, plain or with straight or rolled back cuffs, 24 in. to 36 in. long.

Eton jackets of grey Siberian squirrel are shown with Russian blouse front effect with muffs to match. Very stylish are the short Persian lamb jackets with trimmings of Hudson Bay sable, mink, ermine or stone marten.

Persian lamb jackets are shown with mink collar and revers, and bell cuffs in lengths of 22 in., 24 in. and 26 in. with box front and tight-fitting back.

Very stylish jackets in Alaska seal or Persian lamb with chinchilla, mink or ermine trimmings and muffs to match. Very handsome coats of Alaska seal or Persian lambs are shown with Hudson Bay sable or mink shawl collars, and trimmings down front to bottom, cuffs to match, semi-fitting or box back, in lengths 36 in. to 48 in.

Persian coats of Persian lamb or baby Persian, ermine trimmed, with ermine-faced cuffs, three-quarters length, single-breasted, full front with belt are seen. Electric seal jacket, 22, 24, 26 in. long, semi-fitting front, high collar, revers, plain or shaped sleeves. Electric seal jackets are also shown in the same lengths with box front, high collar, revers, plain or shaped sleeves.

Grey lamb jackets, with full box front, tight-fitting back, high collar and revers, in lengths of 22, 24 and 26 in. are on the market. Astrachan coats in lengths 22 to 36 in. with full or semi-fitting front, tight-fitting back, plain or bell sleeves are shown. Raccoon coats, 26 in. long, full double breasted, high storm collar, tight-fitting back, plain sleeves are shown. Also there are seen Bokharen and Russian lamb jackets, full box front, tight-fitting back, high collar and revers, bell cuffs, in lengths 22 to 26 in.

Fur-Lined Capes.

In discussing the nature of a complete stock for a retail dealer in furs The Dry Goods Economist says: "No retail fur stock is complete without a few fur-lined capes, principally lined with grey squirrel, mink, genet or civet cat, with black henrietta or camel's hair cloth for outside and large Persian lamb or skunk collar edged on fronts with band of fur corresponding with collars. The selling lengths are usually from 24 to 30 inches and from 125 to 160 inches in sweep.

"It would be a great idea and a boon to the wearer if a stitched fly front was attached to these garments, which are becoming more popular every season for shopping and carriage uses. It will be seen that a fly would be of great advantage as a protection from the wind, and good-sized slings inside of garment to rest arms, so as to hold garment tight.

"A very handsome fur-lined cape in maroon-colored cloth is lined with grey squirrel, half or three-quarter circular cut from 30 to 45 inches in length, collar of Persian lamb or Hudson Bay sable. This garment is cut with shoulders running to bell-shape at bottom, with broad, white braid facing on fronts. There are two large hussar rosettes with military cords. The shoulder seams on these garments are finished roughly, the collar and back being cut in one part."

Marriages in the Hat Trade.

On August 6 the marriage of Miss Jessie Howie and Mr. Harry A. Turner, travelling salesman for Fred. Wright & Co., wholesale hats and furs, London, was solemnized at London at the residence of the bride's father.

At Braeside, Guelph, on August 6, at the residence of the bride's parents, Miss Marion Hope Skinner was united in marriage to Mr. Alex. Golan Calder, head bookkeeper of Fraser, McMillan & Co., wholesale dealers in hats and caps. Miss Kate Fisher, of London, acted as bridesmaid, and Mr. Arch. McPherson, of Elliott, Marr & Co., wholesale grocers, of London, assisted the groom.

New Hat and Cap Samples.

J. Arthur Paquet, Quebec, has already put on the market his new hat and cap samples for Spring, 1903. With the special care which has been taken to select the newest styles and values in the European, American and Canadian markets, his goods will be fully up to the expectations of all his patrons. Several novelties have been introduced, and intending buyers will be well repaid by going carefully through his samples. Orders should be given as soon as possible, to give more time to manufacture the goods with care and to insure an early delivery.

High-Class Furs

We aim at excellence in material, finish and style, and our rapidly-growing trade is the best evidence of our success.

Our Astrachan Jacket trade has assumed huge proportions. They conform readily to the figure, are dressy, and are made of selected materials, put together by first-class workmen.

We are turning out a great variety of Boas, Collarettes, Caperines, and Fancy Neckwear this season. Our catalogue, fully illustrated, will be ready early in the season and will be mailed on application.

James Coristine & Co., Limited

St. Paul and St. Nicholas Sts., MONTREAL.

FALL LINE READY

Our travellers are on the road with a complete up-to-date range of **Fall Hat Samples.**

THE WALDRON, DROUIN CO. Limited

507 St. Paul St., MONTREAL.

Autumn Styles

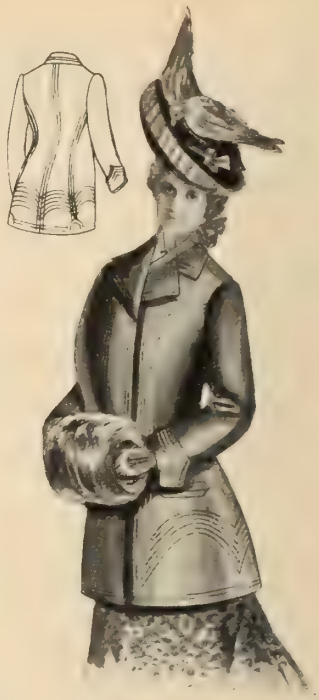
1902



ULSTER—No. 856.



40-INCH JACKET No. 867



JACKET—No. 841



CAPE—No. 703.



CHILDS ULSTER
No. C58.

S. F. McKinnon & Co., Limited

Toronto and Montreal.

The Canadian Millinery Review

Fall Millinery Openings

THE MILLINERY OPENINGS.

Toronto, September 1, 1902.

ALL the leading millinery establishments held their Fall openings to-day. Most ample preparations were made to meet the influx of buyers, and, as the following descriptions will show, those who visited the showrooms of the wholesale millinery houses of the city were confronted with a most magnificent array of millinery goods.

THE S. F. McKINNON CO., LIMITED.

In The S. F. McKinnon Company's huge new building the display of Fall millinery exhibited by this firm showed to splendid advantage. Particularly on the floor devoted to trimmed millinery, everything betokened a careful regard to the setting in which the beautiful goods were shown. The lighting properties were excellent, and the fittings of the showroom in keeping with the bright array of trimmed hats. In this display, several striking creations were shown.

A face-hat elicited much favorable comment. It was of medium size, the top plain, and covered with chamois, and the facing of mink. It was beautifully draped with cream Carrickmacross lace, the lace being caught in at the back with a long steel buckle.

Another striking hat was a blue panne velvet toque, trimmed with ermine and a large bunch of Paradise osprey.

A noteworthy favorite was a flat, whose underbrim was trimmed with black Chantilly lace, falling very gracefully over the hair at the back. The crown was completely covered with twelve Souvenir de Mme. Carnot roses, outlined with velvet foliage falling softly over the top of the brim.

A hat that should not be omitted was a large nickle-grey picture hat of lionskin, with a facing of two tones of Vandyke ruched taffeta, trimmed with long grey ostrich plumes caught with old silver cabachons.

In the line of new effects was a squirrel turban, trimmed with two velvet pompoms at the side and a pair of wings to form the cache-peigne.

Another handsome picture hat was made with a large crown of black and white lionskin, with a brim of the same material and effect. Chantilly lace was drawn over the lionskin; there was a jet cabachon on the side, and two black ostrich feathers falling over the hair, the facing being of mandarin No. 20 satin and velvet ribbon.

Last among the large variety shown to which attention can be drawn, was a black taffeta hat with wide rolling brim, made of rows of pinked black taffeta, trimmed with five Spanish minoches and with a bow of black satin ribbon on the hair. The charm of this very artistic creation lay in its simplicity.

On the second floor of the big building were displayed a great variety of materials. Here were to be noticed the velours-couches and panne velvets, the panne and lionskin plushes, in blacks, and a multitude of other shades. Louisine and taffeta silks are apparently being used as freely as ever, while, of course, plain colored and black velvets are just as strong. Novelties are to be found in the plush and hairy effects. Ribbons are coming more into favor, the soft shades of liberty satins and Louisine panne plushes being noted. Moire shots and taffeta shots are the only ones shown that border on the fancy side. Crowns and bands are made of the same materials as are used in wider goods, such as lionskin and nap beavers. Sequins, in both, are as big a feature as ever.

On the third floor, the ornaments are shown. The principal goods for the millinery trade are the long buckles, cabachons, barrettes and crystals, in steel and jet. The long buckles are the most decided novelty. They are made without prongs, so that eight or nine-inch ribbon can be looped through, or a fold of the material of which the hat is made.

Fancy feathers comprise the bulk of the trade, composed of breasts, osprey, coque feathers, ostrich pom-poms. Pair wings are being used more largely for brims and crown trimmings. A great many are worn at the back of the hat to form a cache-peigne. While ostrich feathers are a big feature at present, a larger sale in the future is anticipated. Quills are in demand for ready-to-wear and walking hats.

On the ground floor are the untrimmed goods, in which felt cloth, mohair and all rough effects predominate. A large variety of styles, too many to mention, are on display, among which ready-to-wear hats are prominent.

THE JOHN D. IVEY CO., LIMITED.

THE three upper floors of The John D. Ivey Company, Limited, reveal a brilliant and varied display of the season's most valuable millinery. All the very latest designs in hats and the most varied assortment of trimmings, including ribbons, velvets, ornaments, birds, feathers and ospreys are to be found on the show-tables, which fill the large rooms of the building.

The first floor is devoted to flowers, feathers, trimmings and all the numerous materials required in the making-up of hats. On the next floor the ready-to-wear hats, shapes and untrimmed hats are exhibited in huge profusion, while still higher up the trimmed hats are displayed in a large bright showroom.

To make even an attempt to describe any of the most beautiful creations of the milliner's art, would be to try to single out special favorites where all are stamped with an equality of beauty. The styles shown, the nature and

design of the trimmings, the colors and materials employed in the make up of this handsome millinery display are all in the highest taste and correct to the most approved fashions.

* * *

G. GOULDING & SONS.

SOME most exquisite sets of hats and capes are being displayed by G. Goulding & Sons in the large showroom on the third floor of their building on Bay street. From the large assortment a few selections have been made for special description.

One set of particular beauty is made of white chiffon with lovely mink trimmings to which burnt orange velvet ribbon adds a beautiful color effect. The hat is a little toque with dainty mink tails, trimmed with chiffon and bearing a large strip of mink across the crown, in which rosettes of burnt orange ribbon give the requisite color to be in keeping with the rest of the set.

The new grey squirrel fur is seen to advantage in a grey squirrel set. The trimming is made of corded pleated velvet, with an addition of chiffon. Smoked pearl ornaments have been used to give the finishing touches.

Among the most exquisite sets is the mink set. The hat has been constructed with a black velvet rim, and a large tam crown of mink, trimmed with ribbon velvet and cut-steel ornaments. There is a plain mink tippet for the neck, with bows of velvet ribbon. The muff made to match is a creation of mink, lace and chiffon.

Noticeable among the thousand hats shown of Paris, New York and Toronto designs are the "Ping-Pong" and the large cornflower blue hats. The former is a square rimmed hat, bound with ermine fur, having a grey squirrel crown, the whole draped with cream lace. The blue hat has a magnificent long feather running right around the front of the hat, and, in addition, has delicate green facings. In this huge display of hats a popular favorite is a real lace toque with mink across the front. This hat has elicited much favorable comment.

Another set, much appreciated, is the French chinchilla set. The hat has been made with a heavy fall of lace at the back. There is a large chinchilla cape with black lace and chiffon ends and a muff to match.

All the black velvet hats have these long lace falls at the back. The shapes are mostly with large flat crowns and drooping backs. In colors, burnt orange, emerald green and castors are popular, while grey, black and white are still prominent.

On the same floor with the showroom are displayed the rough ready-to-wear hats and shapes, mohairs and beavers of almost every style being on exhibition.

On the floor below, ornaments, feathers, birds, ribbons, etc., are shown. Large jet and steel cabachons, in the line of ornaments, seem to lead. The long drooping black and white ostrich feathers are to be seen in profusion. Wing effects were observed to be made to fall flat or droop at the back of hats. The ostrich and osprey aigrettes and the new cochard pom-pom effects looked very bright and pleasing.

The ground floor is devoted to laces, ribbons, velvets and other trimmings. Noticeable in this department were the beautiful Calais laces, the soft wide frill taffeta ribbons and the new plush ribbons, the plain and panne velvets with the novel fur effects, the handsome netting embroidered with chenille, and the long-hair homespun, embroidered with chenille and silk, for crowns.

* * *

THE D. McCALL CO., LIMITED.

AT The D. McCall Company's premises on Wellington street east, the Fall opening for 1902 was marked by a most comprehensive display of all the leading millinery lines, which showed to particular advantage in the roomy well-lighted showrooms of the company.

The ground floor was devoted entirely to hat shapes and ready-to-wear goods. The number and beauty of the white hats shown was noticeable, as well as the large display of beavers. One of the most popular shapes is designated the "Princess." It is a camel's hair short back hat with a double cable edge. There are combinations of white and solid edges to match the hat, which is trimmed with white felt rosettes and edged with velvet and quills. Another unique creation is the "Ping-Pong," having a very large flat crown and with the head-size made smaller than the crown; in fact, a double hat.

On the second floor are shown a bright array of velvets, silks, laces, trimmings of all kinds, ribbons, veilings, etc. One of the newest things displayed was the wool effect on chiffons. Zibeline effects were to be seen in profusion in green, white, blue, brown and many other colors. Chenille nets were likewise a feature. There were shown taffeta appliques in all colors and moires in piece silk and ribbons. Satin soleil and couche velvets and the old-time plushes were noticed. Fancy pannes, in broche effects and wide handsome stripes, were exhibited. In the large display of ribbons soft effects predominated. Some very handsome laces, especially the Brussels and Carrickmacross varieties, were to be seen.

On the next floor, the creations of the milliner's art occupied the entire front. From the array of gorgeous designs, only three or four striking hats can be selected. One "Tudor" turban was prominent. It was trimmed with plush and shot green silk with wings to match. Another green velvet draped turban, with long lace ends at the back, was especially handsome. It was trimmed with nile green ribbon and golden white cabachons. A unique hat was one of a biscuit shade with a sequin rim over black and feather mounts. These were shaded from white to grey and trimmed with black. Another extremely striking creation was a large felt Gainsborough with long feather plumes and moire ribbons, turned up on the right side.

On this same floor, ornaments, flowers, feathers and French millinery trimmings are displayed. Cabachon and bandeaux ornaments are there in large variety, while a novelty is a steel and green mixture, with a handsome medallion effect. Ostrich and coque pom-poms seem to be popular. Among the wings, a soft-wing effect was noticeable. Gulls, birds of Paradise, and green and blue parrots are the leading birds. In the French trimmings a novelty is the bugle bead, looking very handsome in its various combinations.

* * *

J. W. PENNOCK & CO.

ONE of the daintiest exhibits of Fall millinery in the city was to be seen in the showrooms of J. W. Pennock & Co., on Yonge street. Everything was very tastefully arranged and the utmost courtesy was shown to the numerous visitors who inspected the opening. All the latest trimmings and other millinery effects were to be seen on the lower floors, while the show of trimmed hats was made on the third floor. The following are approximate descriptions of a few of the leading hats:

The first is a large black picture hat with a net and chenille frill facing. It possesses the popular flat top. Large, flat plumes starting from the top fall gracefully over the back. There are long black ties, and the hat is turned slightly off the face.

The next is constructed from a shape, rolled at both sides and turning down at the back. The facing is of taffeta silk, pinked and frilled, with shirred top. There is a

Wholesale Millinery

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The D. McCALL CO., Limited

For Your Fall Opening

You want a new equipment of store fixtures. We are the people to supply you with the latest and highest class for all requirements.



Great variety in Hat Stands.

- Fine Wax Figures
- Store Stools
- Gents' Frames
- Papier Mache Forms
- Hat and Shoe Stands
- Mirrors
- Show Cases
- Wardrobes



All our Wax Heads are guaranteed against cold and heat—best value.

DELFOSSE & CO., Manufacturers, 1782 NOTRE DAME ST., **MONTREAL.**

tam crown of cream panne velvet, and the trimming is of cream aigrette and ostrich pom poms.

Then there is the "Ping Pong" hat with a cream lace brim, edged with black velvet. It has a large cream lace crown. There are three feathers at the side, two falling at the back and one towards the front, a large buckle across the front, and, at the back, ends of black velvet.

In the ready-to-wear variety of hats, J. W. Pennock & Co. have a large assortment. These are practically made of the same materials as the trimmed millinery, only of a plainer style.

* * *

A GREAT FALL OPENING.

THE immense millinery establishment of Caverhill, Kissock & Co., Montreal, presented a striking appearance during their Fall opening, which commenced on Tuesday, September 2. On one day it was estimated that about 2,000 visitors passed through the various floors. There is certainly a great attraction in this house for any one at all interested in millinery.

Each department is in itself complete, and it is doubtful if anywhere else could be found a larger assortment of hats and materials. On the top floor dozens of girls are employed in making up the hats, under the direction of one of the most artistic milliners in America. Below this, part of a floor is set apart for displaying these hats, the walls being mirrors on both sides. This room is very well lighted and well appointed; it is considered one of the finest rooms of its kind in North America.

The two floors below this are devoted to the display of trimmings. Fancy crowns are shown in wonderful variety. Bandeaux, also, in the popular rough effects, are given a large section by themselves. As to feathers, there seemed to be no end to the variety. The fashionable Ara shade could be seen in many of them. What attracted many of the visitors greatly was the assortment of ostrich feathers in Ara as well as black. They included some of the finest specimens ever brought to this market. Chenille and chenille mixtures, wings, wing bandeaux, birds, steel, brilliant, pearl and jet ornaments, ospreys in natural black and white, and Ara were shown in great profusion, Caverhill, Kissock & Company's buyer having surpassed himself this season.

The next floor might be called a velvet department. The coming season's most striking feature in millinery is the unusual popularity of velvets, velvet corduroys, etc. Every imaginable shade could be seen here in every grade that could possibly be wanted. As an instance of the immense stock carried, it might be mentioned that in one line alone, their "Premier, 200," they had purchased 5,000 boxes. The shirt-waist velvets, in various fancy effects, were also prominent, as, besides the millinery, this house does a large business in velvets, silks, satins, etc., for waists, evening dresses, etc. Metallic velvets were given a good place.

The ground floor of this house contains the ready-to-wear hats. The popular zibelines, in the rough finish were everywhere. Aras and all other seasonable shades could be seen.

WHAT IS SELLING.

Speaking to a representative of "The Dry Goods Review" of the styles, a buyer of this house, who had just returned from Paris, London, and all the European centres, said: "The styles for the year show that hats will be mainly large, with low crowns, although slightly higher than last year. A great many long effects will be worn, such as bandeaux, in feathers, ostrich plumes, mercury wings and Paradise ospreys. The trimmings will all be low, and run principally around the edge. The best materials are velvets and velvet effects, but a great many rough effects, like Angora satin velvet, Terry effects, rough astrakans will be worn.

"In ornaments there are many steel and verdigris effects going. Cabachons will be used considerably though; they are always great favorites with the trade. Black chenille and steel, steel, brilliant and pearl are all well liked.

"In the ready-to-wear hats, which still hold a favorable position, the rough camel's hair on zibelines are the predominating style. Beavers are also well thought of.

"In Paris and London they are showing the large effects in all shapes. In New York, medium and large are shown; in Montreal, we show all effects.

"Ribbons are mostly plain, soft effects in satin and glace. Velvet and satin ribbons are still great favorites, running principally in the wide widths, 60, 80 and 100.

"The best shades this year are Ara, a green-blue mixture; Rollier, a royal blue; National, a blue; Castor; Aigle, a dark beaver; Capri, a brown; Marron—maroon; and Ostende and Turquoise. I think, though, that after the first rush, the demand will settle down to castor, browns and navy for the bulk of the trade."

* * *

THE KNOX MANUFACTURING CO.

THE Knox Manufacturing Company have had the best display and most successful opening in the history of the concern. Their children's novelty camel's hair flop hats were of that artistic kind that inspired confidence in the large buyers. Orders have been so heavy that the firm are forced to make large additions to their staff and seek an annex outside their already extensive premises. Their chenille and Angora trimmed ready-to-wear hats were the feature of the season, the critics stating that their original Knox designs were much better adapted to climatic conditions and better values than any imported lines shown.

* * *

MILLINERS' EASY CHAIR.

The milliners' easy chair is intended to promote easy sales. It must be very comfortable and a low-backed affair, and located on a platform, say, about 12 inches high, immediately in front of a mirror.

The platform is for the comfort of the saleswoman, as no stooping over is required while fitting the customer with a hat. With both parties to the transaction feeling comfortable, good results certainly ought to ensue.

We suspect that this idea may have been borrowed from the barbers, as we are informed that the barber shops with the most comfortable chairs attract the largest number of customers.

* * *

Attention of the millinery trade is again drawn to the Pyramid hat box made by the Dominion Paper Box Co. This box deserves the careful consideration of the trade, and every milliner should see a sample before purchasing any other kind of box. It is simple and yet strong, and being the most satisfactory millinery box all round, it is no wonder the demand for it is increasing rapidly. The firm are quite willing to send samples and full particulars to all inquiries.

MANUFACTURERS AT THE FAIR.

Manufacturers have responded heartily to the efforts of the management of the Toronto Industrial Exhibition to afford them increased facilities and the increased extent and variety of exhibits in all branches testify to their appreciation. With a phenomenally large territory covered including Ontario, British Columbia, Prince Edward Island, Manitoba, Ohio, Missouri, Quebec, New Jersey, Massachusetts, New York State, Michigan, New Ontario, Guiana, and the West West Indies and Great Britain dealers will do well to visit the Exhibition and acquaint themselves with the latest ideas from this vast range of country. The Exhibition has already opened successfully with many new features.

BROCK'S LINEN SPECIALS.

No. B72 is an extra-heavy, 20x44, fringed huck towel, which can be retailed at 50c. a pair as a leader.

MS90 is a 70-inch bleached damask table linen, five different designs, good heavy weight, extra fine cloth, all pure linen, which can be retailed at 75c., and would be good value at 90c.

No. A1 is a 58-inch cream damask table linen, nice mellow finish, good weight, six designs, that can be retailed at 25c. as a leader.

M133 is a 23-inch bath towelling, blue and red check, at 7¾c., worth 9c.

OF INTEREST TO THE TRADE.

The W. R. Brock Co., Limited, Montreal, report a large demand for 56-58 in. Venetians to retail from $1.25 up to $3.50 per yard.

Dime Saxony which can be retailed at 10c. is in stock with W. R. Brock Co., Montreal. Their smallware department, as usual, is very complete. They report still being able to fill orders for shirt pearls at the old prices. Their "Empire" brand Shetland floss is also in stock.

The W. R. Brock Co., Montreal, have just received a large shipment of applique trimmings in all the newest designs and at popular prices.

The W. R. Brock Co., Montreal, would call attention to their fine range of curtains and curtain nets. Their curtain called the Marvel at 55 cents per pair is a curtain every merchant should handle.

The W. R. Brock Co., Limited, Montreal, have a great reputation for black satins; in fact, if their business was not very large in these goods their enormous stock would mean a very heavy loss in interest every year.

Wakely & Ford is a new dry goods firm, of Lindsay. J. W. Wakely, of Lindsay, and A. J. Ford, formerly of Petrolea, are the members of the new firm. They have secured the store and good-will of the business conducted for the last number of years by R. B. Allan & Co.

Mr. Butler, the retiring overseer of the weave room in the Gibson Cotton Mill, of Marysville, N.B., was tendered a reception on August 25 at Robinson's Hotel, Marysville. Mr. Butler goes to Manchester, N.H., to take charge of the weave room in one of the largest cotton mills there.

Harvey L. Hewson, late general manager of the Oxford Manufacturing Co., Oxford, N.S., has severed his connection with that institution. He proposes erecting a new woollen mill at once, either at Amherst, Oxford or Truro. The matter is to be referred to a special meeting of the Amherst Board of Trade to see what inducements Amherst will offer. If Amherst is unwilling to bonus his proposed enterprise, Mr. Hewson will try Truro or Oxford, or some other town.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

THE REVIEW'S DIRECTORY OF AGENTS.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO.
Dry Goods Commission Agents.
Representing
STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains,

A. ROLAND WILLIAMS, Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

FOR THE FALL
CAP TRADE
You will find us ready with a full line of the latest styles of manufacture and material.
We are in a position to turn out on the shortest notice any style of Cap desired. Special attention to Uniform Caps.
Our prices are right—let us quote you.
Come and see us if in the city at Exhibition time.
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14 Front St. W., Toronto

ORIGIN AND PRACTICE OF LOADING SILKS.

SILK, the noblest of the textile fibres, possesses, in addition to other important and interesting properties, the power of taking up and entering into more or less stable combination with mineral and organic substances — sometimes in considerable quantity—under suitable conditions; and on this property of increasing in weight the operation of loading silk is based. The Drapers' Record says that, according to the available literature on the subject, it is not quite clear when and under what conditions the technological industry of dyeing has utilized these facts. One thing is certain, namely, that manipulations for insuring an increase in the weight of silk, regarded on one side as a praiseworthy act, but condemned and banned on the other as a deception, were already practised in the eighteenth century.

It is possible that the origin of the practice was based on motive of deception, in order to cover the loss sustained in scouring the silk; but to attribute improper motives to the dyer nowadays would be quite as unjust as to make it a cause of complaint against the dyestuff manufacturer that he dilutes his products in order to comply with the requirements of his



Skirt No. 201.
Shown by S. F. McKinnon & Co., Limited, Toronto.

customers and furnish a product of uniform tinctorial quality. That, in the course of time, the practice of loading silk has made its way into the silk industry is a circumstance that has occurred with the knowledge of the manufacturers, and, in fact, is prescribed by them, with particulars of the degree of loading to be given. At first the results obtained were confined within moderate limits, afterwards a change was made in the process, which recoiled on the originators, and rendered modification extremely advisable. The question whether even moderate loading is justifiable is by no means easy to answer, and will not be argued here

The purpose of loading is to produce an increase in the weight and bulk of the silk without unfavorably affecting its



Skirt No. 404.
Shown by S. F. McKinnon & Co., Limited, Toronto.

lustre and feel; that is to say, the loading process effects an artificial substitution of silk by cheaper materials, while at the same time maintaining the valuable properties of the fibre. Considered from this point of view, the process assumes the appearance of a technical improvement of economical importance, rendering accessible to wider circles an expensive material that is otherwise confined to the rich, and, to a certain extent and direction, capable of covering the deficiencies of the silk crop in bad years. It would be erroneous, and doing no good service to the industry itself, were the matter to be dealt with from its favorable aspect exclusively. It is also attended by defects, the clearing up of which forms the object of the following lines:

It is probable that the earliest cases of loading were of an unpremeditated character, in the production of dark colors, especially black. In black dyeing it is necessary to use salts of iron, materials containing tannin and other substances, and those in large quantities when full, deep blacks are produced. This renders the silk correspondingly heavier.

Fabrics made from such silk are characterised by their heavy weight, graceful draping, good feel, etc. By a suitable

arrangement and repetition of the operations the weight of the raw silk can be increased by 300 to 400 per cent., the fibre being thereby caused to swell up considerably, assuming a spongy character, suffering an important deterioration of tensile strength and elasticity, and being suitable only for certain purposes, such as lace, upholstery, etc. Further, such fabrics are attended with the risk of spontaneous combustion. This class of loading, however, is rarely met with at the present time.



Monte Carlo Cloak No. 872.
Shown by S. F. McKinnon & Co., Limited, Toronto.

A NEW CURTAIN POLE ATTACHMENT.

The trade will be interested in knowing that a curtain pole attachment has recently been patented by Mr. James Mair, the documents having been issued on the 12 ult. The attachment does away entirely with hooks, rings and pins, and is a most ingenious affair. As it can be retailed at a low price it seems destined to come into general use, and those in the trade should endeavor to secure samples as soon as possible. George H. Hees Son & Co., of Toronto, are the distributing agents and their travellers will regularly carry samples.

KNITTED WOOLLENS.

The W. R. Brock Co., Montreal, are now showing full ranges of all their knitted woollens of all descriptions, knitted wool shawls, in white and black and all colors. Toques, sashes, mitts, clouds, hoods, tam o' shanters, bootees, infantees, facinators, ladies Alexandra jackets and vests, polkas, gaiters, etc. Give their travellers a look if you need any of these goods.

A VERY STAPLE DEPARTMENT.

As usual on our monthly visit to the warehouse of the W. R. Brock Co., Limited, Montreal, we found everything in a flourishing condition, especially so in the staple department, where they are making special prices on clearing lines for the sorting season.

Knowing the scarcity in the Saxony flannelettes we made inquiries and found this department had secured a few hundred pieces from a manufacturer to keep their customers supplied until the mills are able to send forward a complete shipment.

They are also showing some very special snaps in flannelettes suitable for Fall trade, so that a visit to their warehouse, or to the sample rooms of their genial travellers will convince the closest buyer that the staple department as well as other departments of this popular house is thoroughly up-to-date.

SNAP IN DAMASK NAPKINS.

A great opportunity has been afforded The W. R. Brock Company, Limited, to do big things for the trade in bleached damask napkins. The whole of a manufacturer's stock intended for a United States firm has fallen into their hands, owing to something going amiss with the original contract. There are six different qualities, five-eight size, No. 1 at $1, No. 2 at $1.35, No. 3 at $1 50; three-fourth size, No. 4 at $1, No. 5 at $1.50, No. 6 at $2.25. These goods are easily worth 25 per cent. more than the prices asked.

THE LATEST IN FANCY CLOTHS.

From the linen department of The W. R. Brock Company, Limited, Toronto, it was learned that a large range of fancy linens had just been opened, including doylies, tray cloths, sideboard cloths, five o'clock tea cloths, and damask cloths with napkins to match. The Brock Company show all of the above in large variety and to match in different sizes, that is, in fringed, hemstitched and with drawn work, and many with openwork designs. All are in pure white, and of Austrian manufacture.



One of S. F. McKinnon & Co.'s Latest Creations, Costume No. 536.

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TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinary Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treeted as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

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Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

SITUATION WANTED.

AD-WRITER AND MANAGER seeks position with manufacturing or retail firm in Eastern Canada. Fluent French, Accountant and Typewriter. Address "Ad-writer," at offices of this paper, Montreal or Toronto. (9-1)

FURNITURE TRAVELLER WANTED.

WANTED—Furniture Travelling man—to carry as a side-line throughout Canada a high-class line of goods made in the United States. Address U. L. Candell, 140 Kentucky street, Buffalo, N. Y.

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has no equal as a saver of time and money for the buying and selling of goods from distant points.

The travelling salesman found this out long ago. Others are learning the truth daily. Bear it in mind.

The Bell Telephone Co. of Canada

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" " 23	LAKE CHAMPLAIN	" " 9
" " 30	LAKE ONTARIO	" " 16
" Oct. 7	LAKE SIMCOE	" " 23
" " 14	LAKE MANITOBA	" " 30

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WESTERN ASSURANCE COMPANY.

Incorporated 1851

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Head Office ***Toronto, Ont.***

Capital Subscribed -	$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over - -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

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COTTON BATTING

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North Star, Crescent and Pearl Batting.



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"Belwarp" Serges
" Coatings
" Trouserings
" Italian Cloths and
" Mohair Twills

The different makes in black and indigo serges and worsteds are: "Admiral," "Argyle," "Bellrock," "Brooklyn, "Balmoral," "Clifton," "Curragh," "Commodore," "Dalmeny," "Eton," "Gordon," "Gloucester," "Harvard," "Ivanhoe," "Majestic," "National," "Strathmore," "Treasury," "Teutonic," "Westminster," "Waverley." In black only: "Columbian," "Rosslyn." In two shades of grey: "Balmoral," "Roxburgh." In three shades of grey: "Clarence," "Dundee," "Palace" and "Imperial."

54-inch "Belwarp," Italian cloths, black and colors: "Haddow," "Welbeck," "Woodstock," "Chatsworth," and "Empire," six shades.

54-inch "Belwarp," Mohair twills, black and colors: "Osborne," "Talbot," "Sandringham," "Ashley," "Marlborough," "Beaufort," "Windsor," "Dudley," "Hornby," "St. James," and "Dominion," six shades. Also a large assortment in 28-inch fancy worsted "Belwarp" trouserings.

Our general stock in Woollens, Tailors' Trimmings, Carpets, House Furnishings, Linens, Staples, Men's Furnishings, Haberdashery, Silks, Dress Goods, Ready-to-wear goods, Hosiery and Gloves is large and better value than heretofore.

FILLING LETTER ORDERS A SPECIALTY.

John Macdonald & Co.

Wellington and Front Sts., E., TORONTO.

THE

DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, OCTOBER, 1902. No. 10.

WOOD STREET, LONDON, **3** WOOD STREET, LONDON, ENGLAND.

Tidswell's

ARE MANUFACTURERS OF HIGH-TONED

Novelties

IN THE FOLLOWING GOODS:

SHIRT-WAISTS,
BLOUSES, SLIPS,
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REAL LACES,
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VEILINGS, NETS,
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LACE SCARFS,
WINDSOR SCARFS,
LINEN COLLARS,
VEST FRONTS,
BELTS, CRAVATS, ETC.

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Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

D. MORRICE, SONS & CO.
AGENTS

Only Wholesale Trade supplied. Montreal and Toronto

The name "Priestley" on Dress Goods corresponds to Sterling Mark on Silver.

Unexcelled for Quality, Finish and Wear.
Merchants cannot afford to be without

Priestley's Dress Goods

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WHOLESALE DRY GOODS. **COMPANY, LIMITED.** MANUFACTURERS, TORONTO.

BIG VARIETY **Hosiery** CASHMERE and WOOL.

LADIES' **Gloves** KID and WOOL.

BRITISH **Linens** RIGHT PRICES.

UP-TO-DATE **Dress** CLOTHS.

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KNITTED WOOL GOODS.—Toques, Camel's Hair Tams, Hoods, Clouds, Fascinators, Bootees, Infantees, Single and Double Mitts.

LADIES' GOLFERS.—Coats, Waists, Vests—white, navy, cardinal, black.

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BLACK VENETIAN CLOTHS.—Extra values, several qualities, retail 50c. up.

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SPECIAL SERGE, E39.—40-inch, for ladies' wear, all wool. Can be sold for 25c.

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FANCY.—Novelty designs, Swiss embroidered, hemstitched and scolloped edges. Irish Linen and Lawn, embroidered and lace effects.

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JAPANESE SILKS.—Plain and initial, all prices.

"EXCELDA"—Plain, hemstitched and colored borders, permanent finish.

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Underwear { MEN'S, WOMEN'S, CHILDREN'S, EXTRA VALUES.

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PROTECTION FOR YOUR FAMILY.
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Working Garments of Every Description Union Made.

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ROBERT C. WILKINS,

Summer Clothing, "Kids' Klothing," Working Garments. MONTREAL.

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Carpets and House-furnishings

Men's Underwear,
Woollens and Tailors' Trimmings,
Dress Goods, Ladies' Cloths in all fashionable shades, and
Novelties for Christmas Trade.

A better and larger range of

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Our stock is now very large and complete in all DEPARTMENTS

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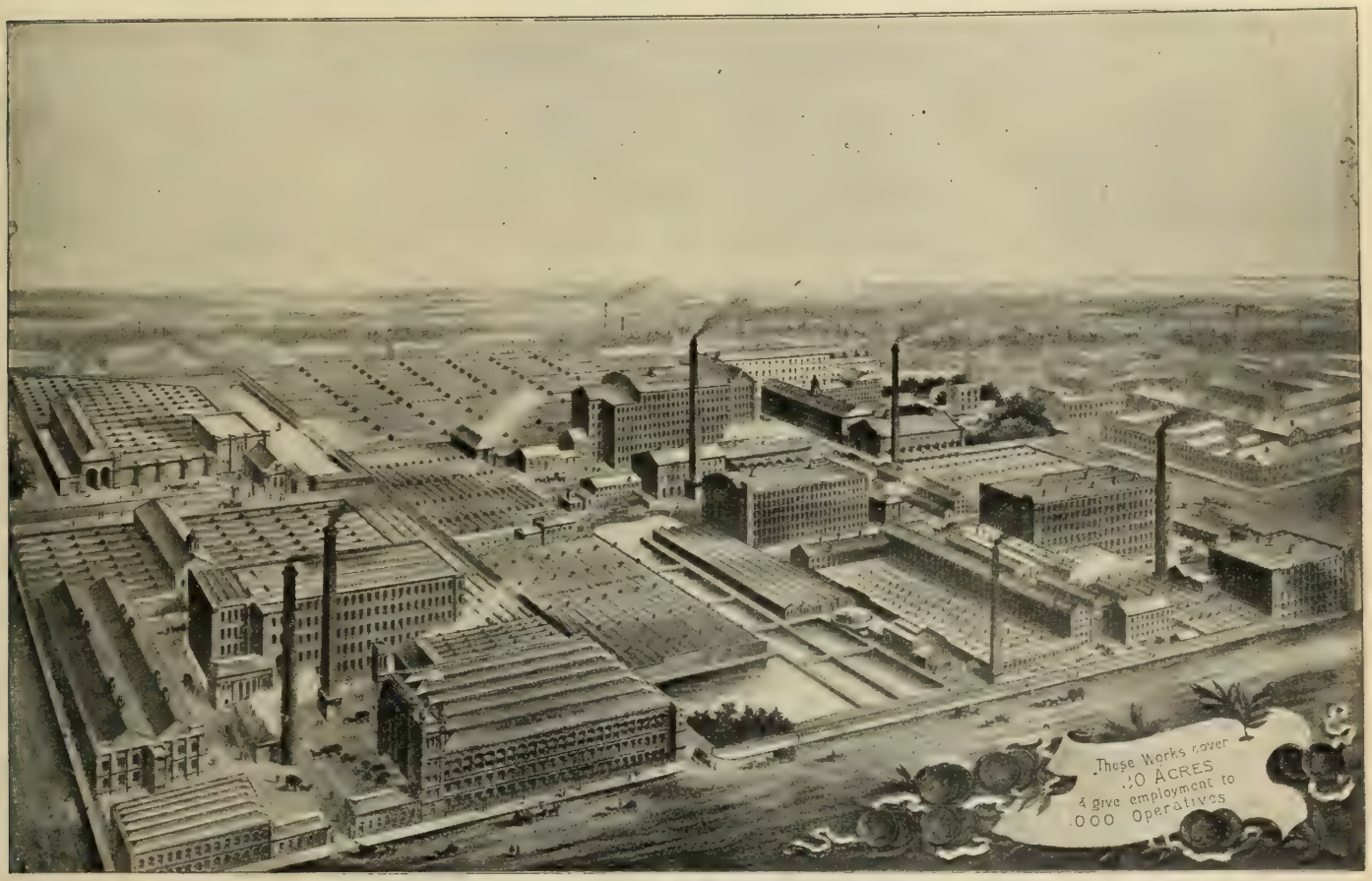
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Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
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Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.



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Guaranteed FINEST ENGLISH manufacture.

The only successful existing combination of long-waisted elegance and short-waisted ease.

The superiority of C.B. Erect Form Corsets is the natural outcome of unrivalled experience in the manufacture of soft-finished and easy-fitting corsets. In England—the test market of the world—C.B. Erect Form Corsets have sold freely wherever they have been shown, and it is safe to assert that it is their perfect shape, elegant style and high-class finish which have ensured for them the foremost position among the many corsets at present in the market.



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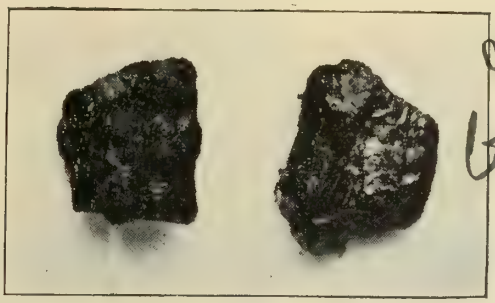
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are to be found in our collection at this season of the year. Our buyers are in the European and American markets picking up scarce and desirable lines and these with our repeats for the best sellers of the season are on the way out and will place our stock in a condition to meet all the requirements of the assorting and holiday trade in **Fancy Dry Goods** and Novelties.

"The Lace Warehouse of Canada."

Kyle, Cheesbrough & Co.

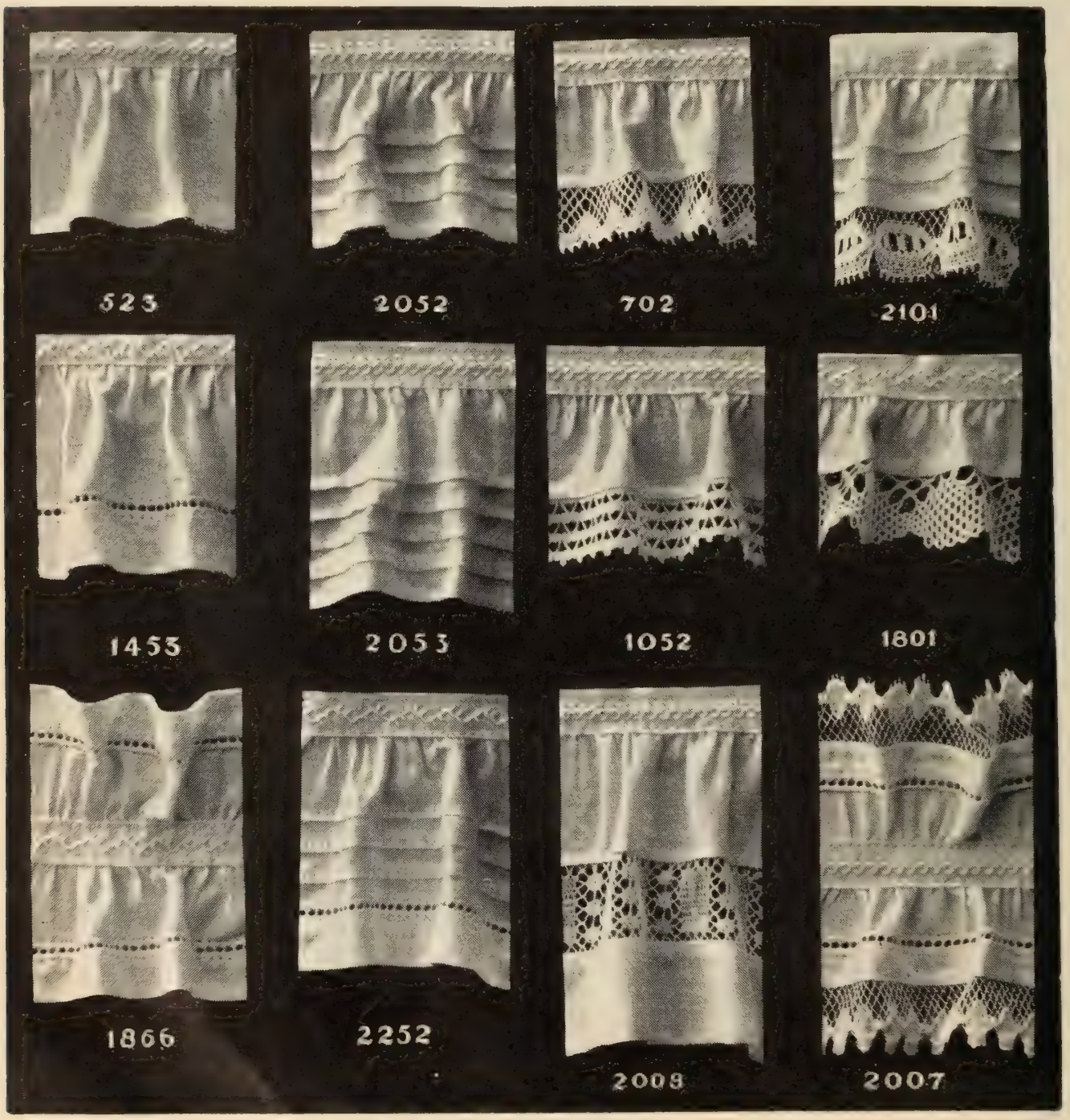
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THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

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THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.



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MORE SERVICEABLE THAN SILK

ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

MADE IN A VARIETY OF STYLES, PLAIN AND PRINTED.

EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA

CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.

The W. R. Brock Company, (Limited)

TORONTO

Special Offerings for October.

54-in. LADIES' COSTUME CLOTHS.

		TO RETAIL	WORTH
G566	Vicuna-Finished Frieze (7 shades)	50c.	75c.
G558	Pure Indigo Blue Cheviots -	50c.	75c.
G559	Job Venetians (6 shades) -	75c.	1.00
	Flaked Tweeds (5 shades) -	1.00	1.25
4 Ranges	Worsted Mixtures (38 shades)	1.50	3.00

The most beautiful, perfectly-made, and serviceable goods ever offered to the trade at the price.

SAMPLES can be seen with our travellers, or sent direct on application through our Letter Order Department.

THE CANADIAN DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, OCTOBER, 1902. No. 10.

IN A MEDITATIVE MOOD.

By Marcus.

THERE are few of us in whose minds the question has not arisen as to whether in business matters it pays to be strictly honest. I do not mean in important matters. We are all agreed that it does not pay to be dishonest where substantial values are concerned. The twin laws—divine and human—are sufficient to restrain us in such instances. It is what I might term "white" dishonesty which I particularly mean: Little mistakes involved in transactions by which we are the gainers financially and which the elasticity of our conscience is sufficient to cover, and hence save us from any mental discomforts when we neglect to correct them.

* * *

I HAVE no desire to treat the question from the moral standpoint. Every man has his own conscience; and there is no mentor to equal that. It is from the economic standpoint that I propose to look at the question. And from that standpoint I have no hesitation in saying that it pays to be strictly honest in business, whether it be practised by the head of the firm or by the junior clerk.

* * *

IT IS possible there may be some who do not agree with me, yet I am persuaded that none will question the fact that nothing scarcely can be more disastrous to a business man than for him to have a reputation for dishonesty. If he was possessed by a plague people would scarcely shun him more consistently. Obviously, therefore, if he does not want people to shun his store he should study to shun the very appearance of dishonesty. We may be guilty of trivial dishonest acts in business a dozen times before being discovered. But the trouble is that every time we are guilty there is the possibility of being discovered. And even trivial things do not shrink under such circumstances. On the contrary, they are more likely to be magnified and proclaimed in the drawing-room and in the kitchen. It is ten times easier to lose a good name than to earn one. And when it is lost it is practically impossible to find it.

* * *

REALIZING how important a name for honesty is there are a good many merchants who are extremely zealous about keeping it. Certain of them go as far as to practise honesty by system. I have in mind at the moment one of the largest retail concerns in Canada. In order that there shall not be even the possibility of a suspicion of dishonesty it has in operation a system for checking over the prices at which goods have been sold and of rectifying any overcharges that might have been unintentionally made. Recently a friend of mine made a small purchase at the store. The price asked and paid appeared to be quite reasonable, but she was much surprised two or three days later to receive a letter from the firm informing her that she had been overcharged to the amount of 20c. and found enclosed a small printed envelope containing the amount involved. My friend had never heard of such a thing before, and she has ever since been singing the praises of that firm when opportunity afforded. Had my friend not received the 20c. she would never have discovered that she had been overcharged, for there was no possibility in this particular instance of her being enlightened thereon. The firm, therefore, could have retained the 20c. and no one would have been the wiser for it. But even in this instance it paid to be honest. In the first instance it bound the firm more closely to the customer directly affected, and in the second place it had its name for honesty proclaimed to the customer's circle of friends, who, I doubt not, in turn proclaimed it to their particular circle. And thus the circle goes on ever widening. For an expenditure of 20c. the firm got a remarkably good advertisement. I have yet to learn of a concern that ever got a better bargain in advertising.

* * *

WHILE I write another incident comes to my mind which emphasizes the point I am trying to make. A young man who had for several years been engaged as a clerk in the clothing store of his father in Toronto went on the "road" for a wholesale dry goods house. His territory was in the northern part of Ontario. On his first trip he drove to a little out-of-the-way village. He entered the leading store and presented his card to the proprietor, who, after looking at it and eyeing the traveller, remarked:

"Well, sir, what can I do for you?"

"I want to do something for you," pleasantly replied the traveller. "I am representing Blank & Co., and want to sell you some goods."

"Well, I guess you can. Show me your samples."

Astonished beyond measure by the easy way in which he was getting a customer, the traveller began to wonder what it all meant.

"I guess you wonder why I bit so easily," remarked the merchant.

"Yes, I did think you were a little more ready to buy than most people."

"Well, I'll tell you why," said the merchant as he laid an hand on the traveller's shoulder. "Weren't you once a clerk in So-and-So's store on King street, Toronto?"

"I was."

"Well, one day I bought an overcoat from your people, and you waited on me. The price you asked was $15, and I paid it. After I got out on the street you came running after me and told me you had made a mistake. The price of the coat was only $13, and you refunded me the difference. You don't remember it? Well I do. Show me your samples.

The result was a large order, and as long as that merchant was in business that particular traveller got most of his trade.

WHITE GOODS.

LAST season was pronounced a white goods year, but the season of 1903 will undoubtedly surpass it. Manufacturers of whitewear seem to be well satisfied with the state of trade and to be anticipating a large increase in the coming season. Indeed, one manufacturer reports that his sales are 25 per cent. ahead of what they were last season, and that they have as much or more than they can manage, as they find it impossible to get enough experienced operators to do their work. This seems to be a condition general throughout the trade. As one gentleman said very emphatically: "Girls are our chief trouble." There are so many kinds of operators nowadays that labor is very hard to obtain.

The State of Trade.

* * *

There seems to be some little difference of opinion amongst manufacturers as to the desirability of holding January whitewear sales, some even going so far as to say they are an injury to the trade, but, again, the opinion is expressed that it is only an inconvenience that results, as it means longer dating and having to lay in stocks of material earlier on in the season than otherwise would be the case. The early shipment of goods proves these sales will be largely held in the coming January, even in the smaller centres, as women are finding they can buy the ready-made goods at a small advance on the cost of material, and that while the goods are very well sewn, the cut, trimming and finish is in advance of anything they can accomplish in their own homes. So they begin to find it to their advantage to buy rather than to make.

January Sales.

* * *

Whitewear follows the old lines chiefly, though there are some novelties in sleeves—the leg-o'-mutton style, very full at the top and drawn into a tight band at the cuff is one. For wear in colder weather the long sleeve with embroidery band and frill will take the place of the belt effect, and the short and the three-quarter sleeves that have been worn in the warm weather.

Novelties in Sleeves.

* * *

The pretty corset covers of wide embroidery edged with lace and with strips of beading and baby ribbon, in Marguerite and other styles, are still favorites. Handkerchief covers come in novel styles. The handkerchief has been applied as a trimming to the bottoms of drawers, with a decided novel and pretty effect. All covers are designed to wear with the pouched blouse, and while this style continues there will not be much to change in the cover's shape.

Handkerchief Covers.

* * *

Many of the skirts show the new blind embroidery. Some of the patterns are very beautiful, and make up into handsome garments. These embroideries will have a great run for the present, though there is some complaint about their washing qualities, and the stitches on some qualities are said to be so long that they catch on the fastening of the boot. There is, however, no doubt about their popularity, and manufacturers are repeating their orders.

Blind Embroidery.

* * *

Lace ruffles and frills look very pretty when displayed in the stores, but add woefully to the wash bills, as they are so hard to iron, and have the added disadvantage of tearing after a few washings, hence there is a demand for flat trimmings, and this is where embroidery is rivaling lace. Laces, however, have not by any means gone out of popular favor, but their use is more restricted to such places as neck and sleeves. Lace and embroidery motifs and medallions are introduced on many of the new covers, gowns and skirts in much the same fashion as they are used on the shirt waists. The use of these medallions, etc., forms one of the great novelties of the trade. Heavy cotton goods, in canvas and basket weaves, and in mercerised goods, are being made up into blouses for Fall wear, and have proved so popular that it is predicted they will be worn right through the cold weather.

Laces and Embroideries.

* * *

Piques with fleece back are also shown, but are not taking so well as the other lines.

* * *

Mercerized embroideries are promised in the near future.

* * *

White Goods Quiet in New York.

While in this favored Dominion of ours trade for the ensuing season in whitewear is progressing favorably and manufacturers are confidently expecting a great season, business in New York seems rather flat and the orders in many lines have not been up to expectations. The demand there is more for plain colors than for either printed or varied colors in woven-patterned fabrics.

Though the general condition of the market is quite favorable from the seller's point of view, there are some complaints that printed batistes, organdies and sheer goods have not sold as well as was expected, and some dealers are making concessions to clear their goods. In every other direction the market is firm, especially in high and medium grades of white goods.

Low-grade staples are quiet throughout, but not quotably changed in price.

Fancy white weaves in jacquards and corded effects are well sold ahead and very firm. There has been some falling off in the demand for leno weaves.

India linons are well sold also, with medium and fine grades difficult to buy for near deliveries.

PRODUCTS OF THE WEST INDIES.

A VERY progressive commercial spirit characterizes the business men of the West Indies and there seems to be a strong desire on the part of the inhabitants of the British West-Indian Islands to strengthen their connection with the other British possessions in various parts of the world. Especially towards Canada have their eyes been turned, where they hope to build up a profitable trade.

As a sample of their aggressiveness, the fact that they took the trouble to prepare a large exhibit of products and have them shown at the Toronto Exhibition this Fall is worthy of all commendation. Planters provided the samples and The Pickford and Black Steamship Company brought them to Canada and took charge of the exhibit at Toronto.

A large portion of the floor space of the annex to the main building was covered with the West-Indian products. These were very tastefully arranged, the main outlines being in the shape of pyramids. The shining array of bottles, containing liquid products, and the luxuriant tropical vegetables and fruits were an eye-opener to many who passed through the building. Few had ever dreamed that such a wealth and such a variety of articles were produced in the Islands. Many questions were fired at Charles D. Pickford, who had charge

of the exhibit, about all imaginable points, and inquirers found in him a courteous guide.

The exhibit was apportioned as follows among the different Islands:

JAMAICA.—Pickles, kola, jams, rum, ginger wine, orange wine, pimento dram, bay rum, peppermint, cinnamon, arrowroot, cassava, nutmegs, mace, coffee, ginger, banana meal, cocoa, honey, beeswax, pimento, sugar, walking sticks, fancy work, photos, Jippi-Jappa hats (these are a good imitation of Panama and cost very much less. A good business could be worked up in them).

DEMERARA.—Rum, sugar, nutmegs, cocoa, sugar canes, growing cocoanuts, growing coffee, Tonka beans, wood fibres, Balata gum, nuts, woods, molasses, diamonds, minerals and chocolate.

TRINIDAD.—Cocoa, asphalt, sugar, rum, nutmegs, bitters, falernum, cocoanut oil, jams, pickles, Copra molasses.

TOBAGO.—Sponges, fossils, rum, sugar, cocoa, nutmegs, arrowroot, cassava and nuts.

GRENADA.—Nutmegs, coffee, cocoa, cinnamon, pimento and ginger.

ST. VINCENT.—Arrowroot, coffee, ginger, cocoa, baskets, volcanic ejecta and dust, photo of volcano, before and after eruption; tobacco and cigars.

BARBADOS.—Sugar, rum, arrowroot, cassava, falernum, molasses, jams, infusorial earth.

ST. LUCIA.—Natural woods, rum, sugar, spices, cotton, honey and beeswax.

DOMINICA.—Spices of all kinds, vanilla, essential oils of lemon, lime, orange, etc.; oranges, citrons, limes, lemons, pineapples, jams, rum, sugar, coffee, cocoa, etc.

ST. KITTS.—Sugar, rum, molasses, preserved fruits, etc.

READY FOR SORTING.

The stock of The W. R. Brock Co., Limited, Montreal, is now complete for the sorting trade, especially so in the staple department, where one sees beautiful comforters for the coming Winter season; also finds soft, woolly blankets, which remind one that, while coal is an expensive luxury, wool blankets are within the reach of all, especially so if bought from this enterprising firm. Their stock of cottons, flannelettes, ginghams, tickings and shirtings is A1 and second to none in the trade. They are also showing a swell range of carriage rugs in various patterns suitable for the Fall season. A visit to this firm's warehouse, where one is met by an obliging staff, will convince the closest buyer that they are in it in quality, range and price with any house in the Dominion.

A RESOLUTION OF SYMPATHY.

At the meeting of the Montreal Wholesale Dry Goods Association, on September 3, the first meeting held after the death of Mr. James Slessor, which was reported in the September issue of THE DRY GOODS REVIEW, the following resolution was adopted unanimously:

That the Montreal Wholesale Dry Goods Association hereby records its deep sense of the loss it has sustained in the death of Mr. James Slessor, who was an active member of this Association since its organization, and its president in 1891.

That Mr. Slessor, by a long and upright life, and by a kindly consideration for others, won and held the respect and esteem of all those with whom he came in contact, while his geniality and good fellowship secured to him a host of warm personal friends, who will long be sensible of the loss suffered in his death.

That this Association tenders to the family of the deceased its deepest and most heartfelt sympathy in their great sorrow, and hopes that the high esteem in which Mr. Slessor was held will be, to some extent at least, a source of consolation to them.

THE TARIFF ON COTTONS.

HON. MR. TARTE'S INVESTIGATIONS.

HON. J. ISRAEL TARTE, Minister of Public Works, in his personal examination into the condition of Canada's industries, as affected by the tariff, visited the mills of The Dominion Cotton Co. at Hochelaga, Que., on September 12. A. B. Mole, general manager; R. R. Stevenson, of Stevenson, Blackader & Co., and Mr. Taylor, the superintendent of the works, received the Minister, and, accompanied by Hon. F. J. Forget, vice-president of the company, he was shown over the plant, asking many questions and receiving information as to The Dominion Cotton Co. in particular and the Canadian cotton industry in general. Mr. Tarte's chief aim was to find out what amount of protection Canadian mills should be given under the tariff in order that all the cotton consumed in Canada should be manufactured by Canadian mills. He will pay a visit to the company's mills at Magog shortly.

He was told during his visit to the mills at Hochelaga that the Dominion Cotton Co. employed 3,000 hands in its mills at Hochelaga and Magog. Many more could find employment, and at better wages than can now be paid, Mr. Tarte concluded, if the 50 per cent. of the cotton supplied by Great Britain were manufactured by Canadian mills. He was thoroughly convinced that the industry needed more protection, particularly in the case of printed cotton.

The United States, said Mr. Tarte, had been able to secure their complete home cotton trade by a protective tariff of from 45 to 75 per cent., and the industry in Canada should receive more than the 35 per cent. which now prevails.

In this connection, Robt. R. Stevenson, of Stevenson, Blackader & Co., the agents for The Montreal Cotton Co., has given us some interesting facts concerning the cotton manufacturing industry in Canada. Mr. Stevenson is well known as an authority on this subject, and also as an earnest advocate of a higher protective tariff on cottons.

Mr. Stevenson said that, although the white cottons were the most affected by the preferential tariff, competition coming from such huge manufacturing centres as Manchester, in England, under such conditions that goods could be sent from England to Montreal or Toronto at almost the same freight rate as it costs to send goods from Hochelaga to London, Ont., still the prints also suffered greatly from American competition, as Canada was made a dumping ground for job lots which were out of style in the United States. Sometimes such goods were sold on this market at as much as 50 per cent. below the cost price.

Mr. Stevenson states that The Dominion Cotton Mills Co. lost $312,000 last year, and The Merchants Cotton Co. $100,000. Both companies have been managed economically, but with a tariff of 16⅔ per cent. against them and in favor of British mills, it was impossible to declare a dividend. "I am told on good authority," he added, "that had the Government given a preference of 5 instead of 33 per cent. England would have been as well satisfied, and we would be equally as well treated by her as we are to-day."

One Canadian mill, at Valleyfield, managed to pay a dividend of 9 per cent., as it manufactured nothing but a patternless article, which is the same from one year to another, unaffected by any change in fashion, and most of the goods are dyed merchandise, which are protected by a duty of 23⅓ per cent. But in every manufacturing centre of any importance, from Halifax to Kingston, white cottons are manufatured; and all such mills, when called upon to compete with a preferential tariff of 16⅔ per cent., must, it is alleged, lose money.

Department Stores in Great Britain and the United States.

A COMPARISON.

A GREAT deal is being written and said these days about the respective business methods obtaining on this and the other side of the Atlantic. In a recent issue of The Glasgow Herald appeared an article on British and United States department store methods. And as there is much in the article that will doubtless prove interesting to the readers of THE DRY GOODS REVIEW we take the liberty of reproducing it. The writer referred to says:

Being the husband of an American wife, it is my duty, when in my London suburban home, to listen, about twice a week, to little disquisitions on the slowness of English shopkeepers. What always strikes an American woman as curious is that she cannot walk into a big drapery establishment in London with the intention of looking around without somebody coming up and wanting to know her desires in the purchasing line. In America a woman goes into a shop, saunters around, comes out again without buying, and though there be a hundred salespeople nobody offers to sell her anything.

What irritates an American woman when shopping in England is to be kept waiting while all the packages unfolded for the preceding customer are rewrapped, tied, and put on their respeetive shelves; that is if she is looking at silk, and does not fancy the first or second sample shown her, she must wait till the shop girl has put away the first two samples before bringing out more; that when a shop has not the article the American woman wants the shop girl persists in showing her things she does not want, and not infrequently shows testiness if the visitor walks out without buying anything. In America the shop girl says she has not got the thing, and the matter ends.

SUPERLATIVE UP-TO-DATENESS.

America is the home of great department stores, or dry goods st ores as they are called, and the management of them is something of a science. The first was created in Philadelphia in 1876. In that year an Exhibition was held, and all sorts of articles were sold. It struck a young man that a shop run on the same lines might be profitable. He tried it, and that was the start of the great department stores of John Wanamaker, of Philadelphia and New York.

Fortunes of millions have been made out of those stores. But there came rivals, and to-day, in the slang of the Americans, "Wanamaker's is something of a back number." There is the great firm of Siegel-Cooper Company, which is "slap-bang up-to-date," In Chicago is the colossal business of Marshall Field. There are others, prepared to sell you anything from a rhinoceros to a ribbon.

I spent several days investigating the methods of work at the two most representative stores, Wanamaker's, which holds the better-class business, and Siegel-Cooper's, which may be said to cater for the million. In regard to prices, they were just about a-third dearer than in England, and although there was more catering to the fancy of the moment, more daintiness in design, more endeavor to make all articles smart, neat, and inviting, the quality was generally below the British standard.

THE AMERICAN SHOPGIRL.

There seems to be little to choose between the shopmen of New York and London. The American shopgirl, however, is far ahead of her English cousin. She is not so ladylike and polite. But she is a bundle of intelligent vivacity. She is neither anæmic nor languid. She treats customers with a familiarity that would be met with a rebuke in an English shop. But she means no impertinence or cheekiness. You want to buy, she wants to sell, and you are equal.

There are 3,500 employes at Wanamaker's place in Broadway. In Summer the hours are from 8 a.m. till 5 p.m., with a half-holiday on Saturday; in Winter the hours are from 8 a.m. to 6 p.m., without half-holiday at all. The lowest wage for a girl at the notions counter—needles, hairpins, studs, odds and ends—is 28s. a week. A good saleswoman of experience will get £3. The men, the counter-jumpers, average 50s. or £3 a week. This is above the English standard, but, after working out calculations based on the increased cost of living, I am convinced that the American shopworker is, in the end, no better off financially than the English.

Where the American is better off is that he and she have more wholesome food and plenty of it. The compeer of the girl whom you will see in a London A.B.C. place making a lunch of a cup of tea and a piece of cake for 4d., you will see in one of Child's many restaurants in New York having a "quick lunch" of melon, soup, roast beef and an ice cream for 2s.

When a schoolgirl goes into a New York department store she has not to blunder her way into a knowledge of her duties. She can soon fit herself to her work, for she has the faculty of the French girl in adaptability. Newcomers go to the department school. There experienced hands show them how to make out bills; give them hints how to talk to a customer; how, in an agreeable way, to call attention to the special advantages of an article, how, in a word, to make selling an art.

THE ART OF SELLING.

Though there are 50 businesses carried on beneath one roof at Wanamaker's, and all under one supreme control, each department is managed separately by a man called the buyer. He is in command. He decides what shall be bought, at what price it shall be sold, what is the proper time to make big reductions to clear off stock. A certain proportion of the rent, of the lighting and heating expenses, and up-keep is debited to his department, and he must make his department profitable, as though it were a private business on the other side of Broadway.

There is a special department of contingent girls, numbering about 60. They are the brightest, keenest, cutest girls in the place. They are prepared to sell anything from window-soiled gloves to grand pianos.

The business in various departments fluctuates. Let a hot wave strike New York, and ladies pant for muslin gowns. Let there be damp and wretched weather and there is a demand for mackintoshes. The managers of American department stores calculate that for some reason or another, often unexplainable, there is a rush of some sort each day in one particular department. Instead, however, of keeping a big staff

For October Sorting.

Lines now in stock that you want.

Very Handsome Blousings.
Fancy Velvet Blousings.
Russian Zibeline Blousings.
French Opera Flannel Blousings.
Silk-Embroidered French Cashmere Blousings.

A RANGE OF COTTON WAISTINGS, IMPORTED GOODS, TO RETAIL AT 20cts.

Black Silk Velvets, Colored Silk Velvets.
Panne Velvets, Wide Wale Velvets, Velveteens.

THE NEWEST AND BEST IN LADIES' BOX CLOTHS.

Serges, Zibelines, Homespuns, Friezes.

Taffetta Silks, Tamolines, Satins.

JUST RECEIVED ANOTHER SHIPMENT OF

LONG SILK GLOVES.

Tams, Toques, Gloves, Hosiery, Infantees, Boottees,
Underwear for Men, Women and Children.

Wrapperettes, Skirtings, Flannelettes.

Received This Week--Over 40 New Designs in Art Draperies.

Brophy, Cains & Co., Montreal.

to deal with the rush in one department, whenever it comes, while another department is comparatively slack, the idea is to keep a minimum staff, and to use the contingent girls wherever the rush happens to be.

One girl I talked to was selling pictures. The previous day she sold washable ties. The day before that she was at the magazine stall. The day before that in the underwear department. Experience has taught Wanamaker that his staff of 60 expert contingent girls, who can be called upon at any moment, is the best plan to avoid customers being kept waiting. The cost of the contingent girls is divided between the various departments.

BUYING AND PAYING.

The arrangement of buying and paying is different from the English plan. Say a lady buys four yards of silk. A man measures it, cuts it, makes out a bill, receives the money. At a desk sits a girl. That girl sees that the length is as stated on the bill. She wraps the money in the bill, sticks them both into a pneumatic carrier, and fires the carrier down a tube. There are dozens of these tubes all over the building, but they all empty into one fair-sized room in the basement. It is not unlike a telephone connecting room. Before every seven or eight pneumatic instruments sits a girl, and she receives the carriers as they come thumping upon the counter. She opens the carrier, tears the duplicate check number from the bottom of the bill and files it; wraps the change in the bill, replaces them in the carrier, and fires the carrier back through the tube. Meanwhile the man who has sold the silk is attending to another customer, and the girl at the desk is wrapping the silk in a parcel. Thus there is a minimum of delay.

When I was in the pneumatic receiver-room there often came down a bill with no money at all. This would be in regard to goods bought by someone who said she had an account with Wanamaker's. The girl threw the bill on a long table behind her, where were rows of ledgers. A dark, sallow man was patrolling this table, lifting the bills, glancing at them, muttering "all right" and throwing them back. He knew the names of those who had accounts; if there was a doubtful name he had the books to refer to. But, though he looked at a hundred bills during the quarter of an hour I was there he never once referred to a ledger. The girl tore off the duplicate, stamped the bill and sent it back.

Suppose a lady has a number of purchases to make in various departments, and does not wish to pay a lot of small bills or carry parcels about with her, she states at the first counter where she buys that she intends to visit other departments. She is supplied with a little numbered coupon book, red-leaved, such as you receive from tourist agencies. At each counter her purchases are written on a coupon, which is torn out, and the amount is written on the back of the book; so that she herself keeps a check. This is done at every counter. At the end of her tour she goes by the elevator to the ground floor, and there finds all neatly wrapped up ready for her to take away when she has paid. Great haste is made in packing goods accompanied by a red slip, for that means the purchaser may be coming at any moment. If a purchaser declares, however, she does not intend to carry the things, but will pay on delivery, she is given a book with green coupons, and these are a signal to the packer that there is no immediate hurry.

The C.O.D. plan (collect on delivery) is much more in vogue in America than in England. This is particularly so in departments for ladies' wear.

CUSTOMER RULES SHOPKEEPER.

An American woman, remember, stands no nonsense from a shopkeeper. She is not going to be bamboozled into having what she does not want, and when she has ordered a thing she is not going to have it if, on second thought, she does not fancy it. So, when the messenger turns up with a parcel—never leaving it without being paid, and taking it away again if proper change cannot be procured—there is a frequent delay while the lady tries on. Even when that is satisfactory, and the money paid, the lady may change her mind. This has led to an enormous transfer business—people getting tired of what they have bought, bringing things back and wanting something else, or even their money returned. The American woman being more variable in her moods than her English cousin is inclined to be hoity-toity, and if the manager of a store does not let her do as she likes—well, there are other stores in New York. So, rather than lose a customer by refusing to take back something purchased a fortnight before, he smilingly lets her have her own way.

Knowing her power, the American woman goes through the stores its mistress. She has to be conciliated. Managers know there is nothing to be gained by trying to force a sale; that, done injudiciously, will put her in an ungracious temper, and she will buy nothing. Let her roam at her free will, and it is a poorly-arranged store that does not display many a thing which she is likely to be envious to possess.

The New York woman has just as great a craze for spending dollars as her husband has for making them. If she has no dollars, that doesn't deprive her of the pleasure of shopping. She will walk into a big store, look over a dozen gowns, and try several on before deciding. Then she will get a C.O.D. card, and, visiting other departments, will buy a hat, rich underwear and a parasol. She will give a fine order. When the goods are delivered at the address she mentioned it is found there is no such person as Mrs. Walker. True, she has put the store folk to a lot of trouble. Yet think of the morning of womanly shopping delight she has had!

A MAMMOTH STORE.

But "the greatest store on earth, sir," is the caravanserie of Siegel-Cooper Company on Sixth avenue. It is an enormous place, with a front as gay as the Alhambra in Leicester Square, and the noise inside is that of the Crystal Palace on a bank holiday afternoon.

Compared with it, Wanamaker's is indeed "a back number." On the lower floor, crowded with perspiring women, all fanning themselves—there is a "help yourself" stack of fans at the door—is a fountain and in the middle is a statue of a Liberty goddess, all gilt. "Yes, sir, there is $18,000 worth of gilt leaf on that statue," said my guide.

That guide was a typical young American, long and wiry, with a hatchet face and eyes like ferrets, and his hair was parted in the middle. The management did well in selecting him to show around an undemonstrative Britisher like myself. He was breezy, talkative, thought there was no other country on earth besides America, and said so; was certain there was no store on earth bigger'n Siegel-Cooper's, and said that. When he had been talking to me for two hours, and we at last got to the ice-soda counter, where 200 white flounced girls were drinking chilled concoctions, from lemon phosphates to ping-pong punch, I said to him, "That is the 17th thing you have told me is the finest in the world." He smiled and said, "Well, sir, we talk like that in this country. But I guess it is the finest anyway!"

There are many elevators at Siegel-Cooper's. But elevators are a little out of date at this biggest-in-the-world dry goods store. From floor to floor there are wide moving staircases. You step on to a little platform and in a couple of yards, when the ascent commences, stairs automatically form, and you stand there till you are landed on the floor above. The moving staircase at Earl's Court Exhibition is a puny toy in comparison.

TALL STATISTICS

"Now, tell me something wonderful—but accurate," I casually observed to my young American.

"There is no need to blow, sir. This is the biggest concern there ever was. Why, do you know that nearly 125,000,000

feet of twine is needed every year to wrap up goods? If all the wrapping paper were spread out on a flat surface it would cover more than 40,000,000 square feet! We use up 400 gallons of ink a year and 48,000 steel pens. Over 300,000 sales books are required each year, and in our grocery department more than 90,000 bags are used a week."

He talked in a sharp, staccato fashion for nearly three hours. He scintillated statistics. He knew that 150,000 people visited the story daily except when there were 250,000. He called the place "a temple of commerce" and "a city in itself." He directed my attention to the searchlight on the tower with 7,000,000 candle power! He showed me the United States post office right on the premises, and the Siegel-Cooper Bank that pays 4 per cent. He showed me the telegraph and telephone stations where messages "may be flashed to all parts of the earth."

We went from floor to floor, and every part was clamorous with buying and selling. My friend assured me that every throb, every pulsation of this great business was swiftly responsive to the needs of the season and the personal wants of the multitudes of shoppers!

There was a lot of tall talk like this. The mention of millions dropped as readily from his tongue as perspiration did from his forehead.

And yet, behind the chatter about master minds and modern wonders, was the great fact that here was a throng of many thousands of people shopping on an August afternoon, and here was the embodiment of an up-to-date American shop.

UNIVERSAL PROVIDING.

Beside a wide, constantly moving staircase are ten passenger and 13 freight elevators, and on an ordinary day they journey 95 miles. There are over 1,000 miles of electric wire. There is a ladies' waiting-room fitted up in Empire style. For purchasers of men and women's clothing there are private fitting-rooms in abundance. On the floor where the furniture is are half a dozen rooms, carpeted and papered; and when a young couple, for instance, fancy a suite, the suite is arranged in a room so that they may get an idea of how the furnitnre will look—much more attractive than when it is standing higgledy-piggledy among a mass of other furniture. The fourth floor is devoted to groceries. Here are crowds to buy meat and fish, and behind the salesmen are 300 feet of double glass-faced refrigerators. In a corner is a dairy, and butter is made while you wait. At several places men give lectures on how to prepare special dishes.

Every floor had its speciality. On one is a wine business. On another is a menagerie, and you can purchase a canary or a monkey. Then another floor is devoted to mail orders, preparing and despatching goods ordered by letter. On the roof is a conservatory and photograph gallery. There is an art gallery with scores of oil painting purchased, according to my friend, in the "Rue de Shamps!" There is a restaurant like the grillroom at the Trocadero. A doctor is kept on the premises.

There are 72 departments. In the busy season between 5,000 and 6,000 persons are employed. The approximate value of the stock is £400,000.

Here, indeed, was America at work in the shopkeeping line. The goods were not of English quality, and the prices were dear. But there was dash and enthusiasm; there was that large optimism which makes Americans the greatest business plungers in the world. The men I talked with and who direct these concerns by no means impressed me with superior business qualities. Their secret of success was supreme confidence that they each, individually, could not do anything but succeed.

Knox, Morgan & Co.

Wholesale Dry Goods .... HAMILTON, ONT.

BIG UNDERWEAR SEASON

INDICATIONS SHOW that this season will see the **greatest output of Ladies', Men's and Children's Underwear** ever known in this country.

REPEAT ORDERS are already coming in.

WE PREPARED FOR BIG BUSINESS by repeating best numbers, which are now in stock, and all orders can be executed promptly.

WE ADVISE TRADE to anticipate future wants and order now. **It will pay to keep stock up.**

SPECIALS IN PLAIN SAXONYS

Ask our Letter Order Department to send samples of lines to retail at **8** and **10c.** In shades, pink, red, sky, cream, white. Our values are tempting.

DRY GOODS TRADE IN THE WEST.

A PROMISING OUTLOOK.

Winnipeg, Man., September 22, 1902.

"NEWS? Business is far too good to bother about news!" Such was the greeting your correspondent received on the usual monthly round this morning. This is literally true. Sorting trade is in full swing and what is unusual for the sorting trade, heavy orders for staples are being received. In all staples of Canadian manufacture there is the greatest possible difficulty in getting delivery of orders, owing to the crowded state of the factories and the difficulty experienced in securing skilled labor. Although many eastern manufacturers increased their capacity of production very materially last year, the increase has not been nearly sufficient to keep pace with the ever-growing demand. The trade in staples, in the West alone, has been ahead of all previous records. The indications are especially good for holiday fancy goods. At present the buyers of the various houses are in Europe making purchases for the Spring trade.

STOBART, SONS & CO.

This house has always made a specialty of grain bags and threshers' outfits, and report that this season they have done to date 30 per cent. more business in grain sacks than throughout the entire season last year, and as threshing will be continued late in the year, the demand is still as active as ever. This house report an exceptionally heavy trade in all lines of staples and housefurnishings.

GAULT BROTHERS.

This house report an entirely satisfactory Fall trade; in fact, they were practically too busy to talk. The reduction of their stock of staples is sufficient evidence of the business done, and already they are selling on the third and fourth repeat orders in many lines. They also report a heavy trade in grain sacks and threshers' goods.

THE R. J. WHITLA CO., LIMITED.

Mr. Campbell and Mr. Binns, buyers for the house, are still in Europe. Here, also, the tale is the same: Heavy sales, repeat orders and as much business of all kinds as can be handled with any degree of comfort. This house reuort an exceptionally heavy trade in fancy eiderflannel dressing sacks, wool facinators, scarves, umbrellas, shawls, knitted skirts, tams, hoods, gloves and mitts, the last four being all of Canadian manufacture. A novelty that is very popular is the double-breasted guernsey-knit waistcoats, in fancy colors and patterns. These are especially designed for wear with the Eton and bolero jackets. They have the merit of being at once stylish and very comfortable. Preparations are going forward for the holiday trade, and immense quantities of fancy handkerchiefs, perfumes, and novelties are going out.

MILLINERY.

September is, of course, the month of millinery openings, both wholesale and retail. Winnipeg had only one wholesale opening, that of The D. McCall Company, Limited. Their opening this season was the first Tuesday in September and following days. The stock displayed was large in both ready-to-wear, untrimmed and trimmed goods, and the attendance was the largest in the history of their openings. The trade was of the most satisfactory character, so much so, that at the end of the opening their parlor for dress hats was a waste, a howling wilderness, as far as patterns were concerned. Mr. White, manager for the West, reports sorting trade as starting earlier and being of a better class than last year.

RETAIL OPENINGS.

Nearly all the leading houses have held their openings, and each and all report a successful sale. Indeed, the depleted condition of the tables of Paris patterns was plain proof of the truth of this statement.

There have been a few changes in the personnel of the staff of the various houses. Miss Rogers, who has for years presided over the showrooms of The Hudson's Bay Company, has, for her special assistant this season, Miss Todd, of Glasgow, Scotland, who has had some years of experience in the best houses of that city. The Geo. Craig Co., Limited, have made the most extensive change, having removed their showrooms from the rear of their large store to the second floor of the same building. Mrs. Styles, who has presided over their showrooms for some years, has retired, and her place has been taken by Miss Kitching, who is very popular in Winnipeg, from her connection with Furner & Company's establishment. With Miss Kitching is Miss Tedford, who is taking more immediate charge of the construction department. Miss Tedford has had an extensive New York training.

FURNER & CO.

This has always been a purely millinery house. During the past Summer Mr. Furner died, and the business was purchased by Miss Menzies, who has managed it for many years. Miss Menzies held her first opening under the new conditions and reports a most satisfactory trade.

E. C. H.

THE AFFABLE MERCHANT.

Proprietors of shops have their part to play in making trade feel at home. This can only be done when the proprietor knows by sight and name every one of his steady patrons. He cannot afford to shut himself up in an office, like a bank president, and be exclusive. He should be on the floor as much as possible and should take a personal interest in seeing that his customers are served well. He should make it his business to be the best-known man in his line, and to have every customer feel friendly towards him. The largest furnishing-goods business in the United States was built up by a man who was the soul of affability and good nature. He knew everyone of any standing in his city; he belonged to the clubs, the crack regiment, and many societies. He built up his trade by personally attending to every customer, and when he gave up active business, his name stood for all that first-class, honorable dealing stood for. Any old-timer will tell you, if you ask them who was the best retail salesman in New York, that Sam Budd was. He was the ideal man for the place he occupied. He knew all the best men in town and he knew just what they wanted and how to serve them.—The Haberdasher.

RAPID PROGRESS.

Considering that they have been in business but a few months the success of The Boas-Felsen Co., Montreal, has been remarkable. Their garments have already become well known in the principal towns in the country, from coast to coast, and to judge by the numerous letters received from customers complimenting the firm on the quality of the goods, we may safely predict continued success for them. They show exclusively the latest styles from the New York market, and the fit and finish of the garments cannot be excelled even by New York makers. Canadian merchants are recognizing that a long-felt want is being filled by this firm, who cater to the very best trade, and repeat orders are received from dealers in all parts of Canada.

LISTER & CO., Limited

Manningham Mills, BRADFORD.

Silk Velvets IMPROVED Finish. Black and Colors. For Millinery and Dress Purposes.

Panne and Mirror Velvets,
Coronation Velvets,
Silk Dress Plush.

As the demand for Silk Velvets is expected to be large,

EARLY ORDERS ARE URGENT.

A Suggestion



about dead stock. There are always some goods that will not sell. They may be off color, or faded, or out of style, but in any case they are valueless. This cannot be prevented, but

We offer a remedy.

We will clean and dye this kind of goods so thoroughly that they will look as if they were just from the makers.

Write for our booklet.

R. PARKER & CO.,

Dyers and Finishers,

Head Office and Works: 787-791 Yonge Street, TORONTO, ONT.

MONTREAL BRANCH: 1958 Notre Dame Street.

THE RETAIL MERCHANTS' ASSOCIATION

Its Objects and its Officers.

THE Retail Merchants' Association of Canada was organized at a convention of retail merchants held in Toronto in April, 1897. One of the chief spirits in the movement was E. M. Trowern, the present general secretary.

Mr. Trowern was one of the leading retail jewellers in Toronto and was elected secretary of the Retail Jewellers' Association for a number of years. While attending to the duties of secretary for the Jewellers' Association, he recognized that the one-line association had only a very limited influence in bringing about any real legislation for the benefit of the trade or for the retail trade generally. He also recognized that the members of any single line of trade being spread so far apart in the Dominion and Province made it more difficult to obtain united action on any trade subject, and the work connected with the correspondence and preparation of any proposed statutory amendments was more than any business man engaged in the retail trade could afford to give the time to, and that this work, like all other work worth doing, should be done by someone who could give his whole time and attention to it, and he remunerated accordingly.

The plan upon which the Retail Merchants' Association of Canada is constructed takes in all classes of retail merchants. The Dominion is divided into Provincial associations, and the Provinces are divided into counties. In each county a branch is established and five chief officers, president, 1st vice-president, 2nd vice-president, treasurer and secretary, are elected from among the members, and they have the arrangement of the affairs of the Association in their branch or county.



G. J. St. LEGER, Toronto
Central President

Sections of trade are then formed, such as druggists, hardware, dry goods, grocers, booksellers and stationers, jewellers, merchant tailors, etc.; out of each section five officers are also elected, chairman, 1st vice-chairman, 2nd vice-chairman, treasurer and secretary. The officers of these sections, together with the chief officers of the branch, form the general executive board for the county. All matters pertaining to purely trade subjects are discussed in the section meetings, and all matters of local trade interest or



REV. A. L. GEEN, Belleville, Ont.
First Central Vice-President

changes in the municipal or legislative Acts, such as peddlers' licenses, transient traders, trading stamps, etc., are referred to the general executive board of the city or county. The members of all general executive boards form the central executive board, which meets in convention once a year, or as often as is deemed advisable.

The officers of the central executive board who were elected at the convention held in September are:

Central President—G. J. St. Leger, boot and shoe merchant, Toronto.
Central 1st Vice-President—A. L. Geen, druggist, Belleville.
Central 2nd Vice-President—B. G. Davis, grocer, Windsor.
Central Treasurer—W. B. Rogers, furniture dealer, Toronto.
Central Secretary—E. M. Trowern, Toronto.

This mode of organization puts every city and town in touch with each other, and every section of trade also. For instance, if a trade difficulty occurs in the city of Hamilton, the secretary of that branch communicates with the central secretary at Toronto, and he submits it to all the section secretaries throughout the Dominion, thus giving all a knowledge of what is being done. Through this manner of organization the trading-stamp scheme was stamped out and a great deal of needed legislation for the retail trade is expected to be introduced.

The following are some of the aims and objects of the Association, and others will be added as they are required:

1. To safeguard the interests of the retail merchants of the Dominion;
2. To confine to the legitimate retailer the retail trade of the cities, towns and villages;
3. To endeavor to secure just and equitable prices on all classes of merchandise:

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest and Silk Vest Wool	
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering			Mending

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.

Artistic Designs Furnished.

WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.

274 & 276 CHURCH ST., NEW YORK.

Canadian Office: **TORONTO, 14 Melinda St.**

4. To have the Transient Traders' Act enforced;
5. To have placed on the statute books making it a criminal offence to advertise goods, either in weight, quality, or price different to what they are;
6. To have passed a legislative Act preventing the false stamping of goods;
7. An enforcement of the Adulteration Act;
8. That there be proper equalization of insurance rates;
9. To have taxation properly equalized to compel departmental stores and other combinations to pay their share of taxation;
10. To have reduced the fees in the lower courts so that accounts may be collected more easily;
10. To secure an efficient Insolvent Act and better postal regulations;
12. To direct the retail advertising patronage towards those papers that are not controlled by departmental stores or trust advertisements.

A SKETCH OF THE OFFICERS.

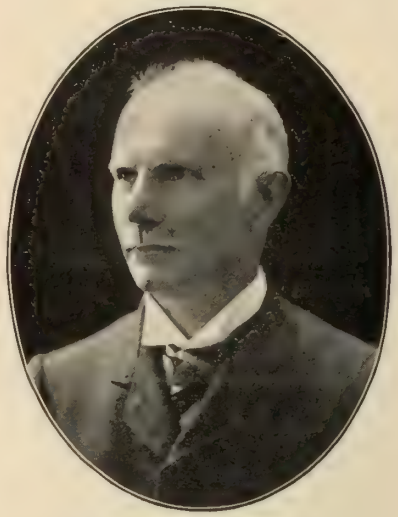
The Retail Merchants' Association of Canada is fortunate in securing as officers for the ensuing year business men who have by their steady application won for themselves success in the occupation chosen by them as their life's pursuit.



B. G. DAVIS, Windsor, Ont.
Second Central Vice-President

G. J. St. Leger, Toronto, is the new central president. Mr. St. Leger has been in the retail boot and shoe business for over 30 years and his integrity, energy and perseverance has done much to make his business prosper. Starting in a small store at the corner of Queen street and Denison avenue, Toronto, his business afterwards extended to Yonge street. For a number of years he had two stores, one at 210 and the other at 216 Yonge street. About two years ago Mr. St. Leger opened a store at 110 Yonge street, a little later another at 92 Queen street west and a fourth recently at his old stand, the corner of Queen street and Denison avenue. Mr. St. Leger is known to the trade of Toronto as a man of high ideals and will do much to keep the Association in the way of duty.

The first central vice president of the Association is Rev. A. L. Geen, druggist and clergyman, Belleville, Ont. Mr. Geen is a successful business man, has numerous friends, and for a long time has been a resident of Belleville. He is the president of the Belleville branch of the Association and is peculiarly fitted, being a clergyman, for the duty of doing missionary work for the Association in his community.



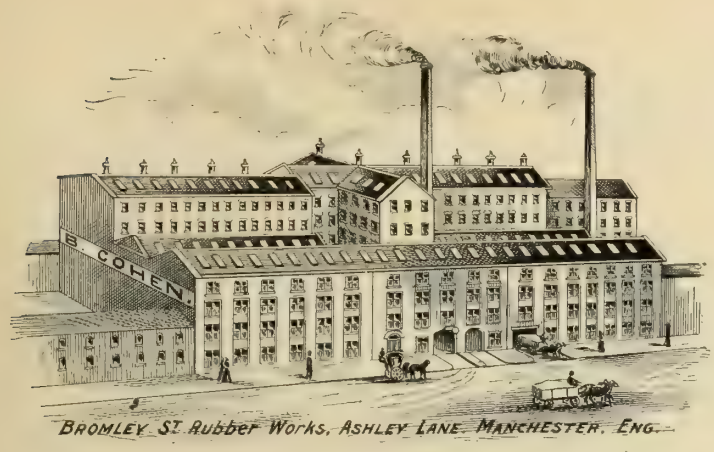
W. B. ROGERS, Toronto
Central Treasurer

B. G. Davis, the second central vice-president, is a retired grocer of Windsor, Ont., where he was engaged in the grocery business for years. Mr. Davis has always identified himself in movements in the way of forming



E. M. TROWERN, Toronto
Central Secretary

organizations of merchants for their own benefit and protection. He was secretary of the old Windsor Retail Grocers' Association, and was mainly instrumental in inducing that body to amalgamate with the Retail Merchants'



BROMLEY ST. RUBBER WORKS, ASHLEY LANE, MANCHESTER, ENG.

Established 1873.

B. Cohen

have opened a Canadian Branch at

32 Recollet Street, Montreal,

for manufacturing the well known

"Premier" Brand

of Waterproof and Rainproof Garments. **The brand which always gives satisfaction to the buyer and the seller.**

(A well-selected stock of Ladies' and Gentlemen's and Boys' and Girls' Garments always on hand.)

Natural Japanese Washing Silks



WE MAKE A SPECIALITY OF

NATURAL JAP. WASHING SILKS

And carry a large stock in the following widths: 20-in., 23-in., 27-in., 32-in., 36-in and 48-in. Any quality and width can be dyed any shade in a week.

DYED JAPS. IN ALL SHADES

In 21, 24, 28-in. All shades in two qualities of Colored Glace, and three qualities in Oriental Satin. Foreign and English Merves and Engl sh Gro-Grains.

Shade cards and quality-patterns for the above sent on application.

All up-to-date makes of

BLACK AND COLORED SILKS

Canadian buyers are invited to give us a call while in London and inspect our latest novelties.

T. RICKARD & CO.

DIRECT SILK IMPORTERS.

20 Cheapside, London, England.

OUR SPECIALITY IS ALL DESCRIPTIONS OF JAPANESE SILKS.

Association of Canada. Mr. Davis is secretary of the Windsor branch of the Association.

The central treasurer of the Retail Merchants' Association is W. B. Rogers, chief shareholder and managing director of Chas. Rogers, Son & Co., retail furniture merchants, Toronto, one of the largest businesses of its kind in the Dominion. Mr. Rogers has identified himself with the Retail Merchants' Association since its commencement, and is, besides, a member of the Canadian Manufacturers' Association, the Board of Trade, and other organizations. Mr. Rogers is president of the Toronto branch of the Retail Merchants' Association and is popular with all classes of citizens.

Central Secretary E. M. Trowern has been identified with the Association ever since its commencement in 1897. Mr. Trowern, previous to that time was engaged in the jewelery business on Yonge Street, Toronto, and was Secretary of the Toronto Retail Jewellers' Association. Becoming imbued with a firm conviction that there were immense possibilities ahead for a successful combination of business men, he originated the idea of forming a Retail Merchants' Association and was the first secretary of the parent organization in Toronto. The duties of his new advocation soon were so great that Mr. Trowern severed his connection with all other business and devoted himself exclusively to the work of the Association. He has always been unanimously returned as secretary of the Association and is popular with all its members, by whom he was complimented at the recent convention for the aid he has rendered them by his advice and labors.

OUT WITH SPRING SAMPLES.

W. E. Williams and Thomas Bilsbury, representing Rylands & Sons, Limited, of Manchester, have arrived in Canada with Spring samples. The Canadian territory will be divided this year, Mr. Bilsbury taking the road west of Toronto, while Mr. Williams devotes himself to Eastern Canada.

AN OLD BUSINESS CHANGES HANDS.

J. M. Young, of St. Marys, one of the most progressive merchants of that town, has purchased the stock, fittings and good-will of the long-established dry goods firm of Frank Cockshutt & Co., Brantford, Ont.

The purchase will remove from the list of Brantford's business houses one of the oldest and best known in that part of Ontario. For nearly 70 years the premises at the corner of Colborne and Market streets have been occupied by members of the Cockshutt family, and the change can hardly but be looked upon as an innovation by the older residents of the city and county, who for more than half a century have come to know it as a place of meeting and trading.

The firm was first established in 1832 by James Cockshutt, grandfather of the present senior member of Frank Cockshutt & Co., and was originally a branch business, the main warehouse and headquarters being in Toronto. In 1840 James Cockshutt sold out to his son, the late Ignatius Cockshutt, the premises at this time being a frame building, occupying the corner of Market and Colborne streets, Brantford. After conducting the business as owner and as manager for a period of 50 years, Ignatius Cockshutt sold out the dry goods department to his son Frank Cockshutt, and the hardware and grocery departments to his son William F. Cockshutt. This was in 1882, and for 20 years the responsibility and management of the ever-increasing business of Frank Cockshutt & Co. has developed upon Frank Cockshutt.

Mr. Cockshutt has reserved the store and office at the south end of the building on Market street, although he has disposed of the ready-made clothing stock that has been on sale there since this department was opened.

A MANUFACTURER'S VIEW OF THE COTTON TARIFF.

In his address at the annual meeting of the Montmorency Cotton Co., on September 27, Col. Fred Henshaw, the president, spoke as follows regarding the tariff on cottons:

"The tariff question is one that is exciting a good deal of interest at the present moment, as a united effort is being made by the manufacturers generally of both sides of politics to obtain a greater measure of protection.

"Unquestionably a large quantity of goods are coming into the country which might be displaced by home products were a higher tariff in force. A mill in Canada necessarily costs much more than the identical plant in England, most of the machinery being of English manufacture, and not obtainable in this country; consequently, the duty and other extra charges due to transportation of such fragile goods make our mills cost fully 50 per cent. more than an English mill.

"It will be seen, therefore, that a Canadian manufacturer, endeavoring to keep his plant up to date in order to produce a high class of goods, finds in reality a great deal of difficulty in meeting his English competitor.

"In addition to the difficulties just referred to the Canadian market, as we all know, is used as a slaughter market for surplus American production. Within two weeks I have myself seen a letter from a large American competitor calling attention to the fact that his goods are offered much below the cost of production, being only exported in order to maintain home prices, which were at the time much higher than his quotation for this market.

"The American manufacturer, in addition to a high tariff, is further protected by a body of highly-paid experts, known as the Board of Appraisers, who have power to see that the tariff is rigidly enforced and refuse to admit any goods into the United States at a less valuation than the known market value of similar articles in the exporting country.

"I would, however," said the president, in conclusion, "urgently impress upon all our manufacturers in the fight for further protection to stand and work together and avoid even the slightest appearance of political leanings towards either party.

"I think that cotton manufacturers should especially co-operate with other industries who buy their product with a view to further converting it."

EXPANSIONISTS.

The well-known firm of B. Cohen, of Manchester, England, manufacturers of high-grade waterproof and rainproof garments, have opened up a Canadian branch for manufacturing at 32 Recollet street, Montreal. Their "Premier" brand has met with a constantly-increasing demand in this market, and they have wisely decided that their Canadian trade required looking after from this side of the water. They manufacture a full line of goods for boys, girls, women and men, together with piece goods proofed by the latest dry heat (hot air) vulcanization process; guaranteed to resist all climates.

These goods have won the confidence of the trade and no doubt will have an increasing demand from customers desiring a really meritorious article.

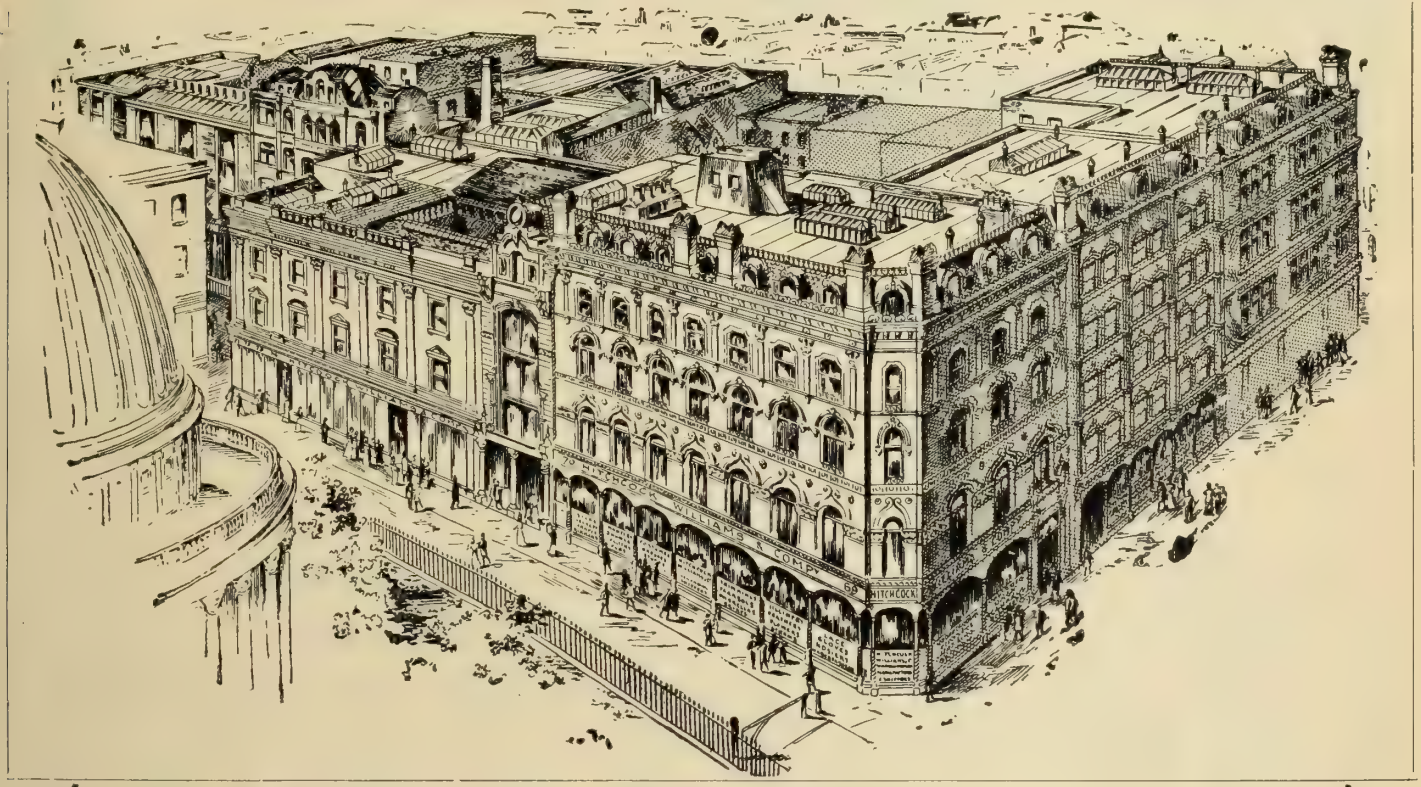
WALKING SKIRTS.

The wonderfully increased demand for the walking skirt has developed a new department in all up-to-date ready-to-wear houses. This skirt is in steady demand in all seasons, and can be used for all out-of-door purposes. See that this department is well kept up, as it is the best paying end of the ladies' ready-made trade.

Boulter & Stewart, Toronto, are giving special attention to this department, and are showing over 50 designs at prices from $2 to $10 each, each made in all the fashionable cloths and in all the latest styles now shown in New York.

Sell "Crown" brand garments and your department will grow. Sure fit, perfectly made and always up to date.

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Coronation Year.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe, who visits Canada twice a year, is now in Montreal. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.



** This department is conducted and prepared by a Canadian advertising specialist, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

About Price Quotations.

Some merchants, especially in small towns, object to publishing prices in their advertisements, on the ground that their competitors will immediately offer the same goods at reduced rates. This is evidently one of the reasons why there are so few price-quotations in the advertisements of the smaller dry-goods merchants. Were they in a position to purchase large quantities of certain lines and quote close prices, then they could announce such prices, without fear of having them cut, but, under the usually prevailing conditions, such a course is impossible. At a time when prices form the most interesting portion of advertisements, it is to be regretted that merchants are thus deterred from making public their current quotations.

Not long since I was assisting a merchant to prepare some advertising matter, and, after he had supplied me with the details of some new Fall importations, I said: "Now, let's have your prices."

"Well," he answered, "I could do that all right, but I'm afraid it wouldn't be good policy. You know how customers will go to every shop in town before they make a purchase, and, if I said I would sell such-and-such a line at such-and-such a price, you may be sure that price would soon be beaten. I can't make sufficient profit on my small stock to sell at a bare advance on cost. That is, for regular business. When I have bargains to offer, it's a different thing."

Small incomes well managed sometimes go further than many large ones. It is a puzzle to some people how others manage to dress so well on their small income. It is no secret; it is all in the know how. This store is full of people every day who dress well at a trifling cost. It is something to know where to get the best and most fashionable goods for the least money.

A good subject cleverly handled in an advertisement of McCurdy & Company, Sydney, C.B,

System in Ads.

Advertising experts again and again impress the necessity on ad-writers of making their advertisements conform as much as possible to the general principle of the newspaper. That is, they would have advertisements composed of shop-news put together in a manner similar to that employed by journalists on regular newspapers. Generally speaking, there are two principles followed in newspaper construction. First, an effort is made by the editor to synopsize all the important news in headlines. These are set in display type, and are calculated to attract the eye of the reader and direct his attention to the para-

Fashionable Millinery

The elegance and beauty of the "Mickleborough" millinery for the coming season is a delight to behold. The colors are pronounced, the lines are graceful, and the many new materials in the hands of our artistic milliners are being produced into the most stunning effects.

You cannot help but be interested in our display, and we trust you will be able to see it while at its best.

There is a charm and elegance to the "Mickleborough" hats, so different from all others that it is not to be wondered at that they come first in the thoughts of fashionable dressers. An early placing of your orders is desirable.

This ad. might easily have been overdone but, as it is, it is attractive and convincing. It comes from St. Thomas, Ontario.

OUR TRADE A MARK
AUER LIGHT MANTLES
LONGEST LIFE & BRIGHTEST
OUR TRADE A MARK

A COMPARISON

TRASH A cheap mantle gives a fair-light for a few nights, then grows dim and shrinks up to a "wasp-waist" like this:

This is caused by the cheap chemicals which the manufacturer used.


The "Wasp-Waist"
Cheap chemical.

QUALITY A good mantle, which cannot shrink, made of the purest chemicals, is the only kind we put our trade mark A on. It guarantees you the best that is made and will satisfy your customers.



The Auer Light Mantle
Pure chemicals.

Lowest prices on mantles, shades, chimneys, globes and sundries.

Write us if you are interested.

AUER LIGHT CO., MONTREAL.



K. Ishikawa & Co.

Manufacturers and Importers of

Japanese Silks,
Silk Handkerchiefs,
Rugs and Mattings.

24 Wellington St. West, - - TORONTO, ONT.

Debenham, Caldecott & Co.

Silk Merchants

77 YORK STREET, TORONTO.

LONDON—15, 16, 17 St. Paul's Churchyard. **PARIS**—115 Rue Reaumur. **LYONS**—6 Quai St. Clair.
NEW YORK—111 Fifth Avenue. **MELBOURNE**—277 Flinders Lane. **SYDNEY**—422 George Street.
BRUSSELS—16 Rue Des Boiteux. **BERLIN**—44 Mohrenstrasse. **ROUBAIX.** **ST. ETIENNE.**

We carry a heavy stock in Toronto of

Black and Colored Taffetas, Peau de Soies, Satins, English Tamolines, Failles, Merveilleux, Etc.

Black and Colored Silk Velvets, Ribbons, Laces, Ribbon Velvets, Etc.

WHICH WE SELL AT IMPORT QUOTATIONS.

Debenham, Caldecott & Co., Toronto

graphs beneath. And, secondly, in these paragraphs the journalist has exercised all his skill to write up a clever story, which will interest the readers of the newspaper. Now, a merchant might make a reproduction of an actual newspaper page in his ad-space, and in it write up interesting paragraphs about goods in his store, and this would be considered clever advertising. But there are various reasons against following the analogy to the newspaper too closely. There is usually not sufficient space, and, then, again, there are good grounds for making an advertisement distinctive from the general appearance of the newspaper in which it appears. However, there are many ingenious methods by which an advertisement may be made distinctive and continuous. For instance, I came across quite a clever scheme in The Chatsworth News. An Owen Sound merchant conceived the idea of having a representation of a blackboard, at which a young lady appears writing. Beneath the board hangs a card on which is written the following inscription: "Watch the board each week for new and special dry-goods bargains." In order to utilize this scheme, the merchant in question very likely had to have recourse to some engraver, who furnished him with the mortised cut. Such cuts are by no means expensive, and a clever design is always worth what little expenditure is necessary in securing it. An ingenious clerk can often think of a very interesting subject, which would make a good groundwork for a long series of advertisements.

Great Dress Goods Occasion and Millinery Opening.

Comfort Counts. It is wise to provide comfortable things for cold weather and the prudent women will have these ready. You will find in this store warm goods for warm clothes—Fur Garments and all the novelties which will add to your beauty and protect your health in the Winter. Do not fail to see our assortment of Furs and Mantles before you buy.

We can save you money in these goods. We buy them right and sell them right.

Sensible talk from Tilbury, Ontario.

We Haven't Had a Prettier Line of Rugs

in those popular yard and yard-and a-half lengths than the new lot we have just received. Many remark on it. But the rugs are no prettier in design than they are moderate and attractive in price.

65c. for a rug cannot be said to be extravagantly high. And when the rug is a yard in length—a pretty piece of Brussels or Velvet carpeting with fringe on both ends—it is an all the more attractive offer.

Yard-and-a-half lengths are $1.25.

There is an enticing note about this statement that makes one want to see the rugs.

House Organs. As the newspaper has now become the most approved medium of publicity, merchants, who find their purpose incompletely fulfilled in its columns, have recourse to the closest analogue possible and get out house organs, modelled on the general plan of the newspaper. In them they are untrammeled by lack of space and they can say just what they want to about their business. Up to recent years small dodgers and booklets and catalogues were the approved media through which to reach the public, but the idea, emphasized above, that it is through the newspaper that the public is best reached, has led to the establishment of house-organs. Quite a neat little dry-goods paper has been established by E. H. Dierlamm, of Milverton, entitled Dierlamm's Store News. It measures about 8 by 12 inches, and is four pages in size. Mr. Dierlamm has had 1,000 copies of his first paper published, and intends issuing it quarterly hereafter. Of course, such a paper does not enable a merchant to dispense with regular newspaper advertising. It only supplements it in a manner that the newspaper cannot accomplish. A house-organ like that of Mr. Dierlamm's reaches and is read by many people who would never see his advertisement in the newspaper. But, as it is only issued quarterly, it scarcely proves as useful a general medium as the newspaper. Strictly speaking, however, it is not a newspaper; it is a catalogue. The fact, however, that a dry goods merchant, in a small place like Milverton, is so up-to-date in his advertisement methods is most commendable.

New Dollar Shirts For Men.

Every man particular about the matter of shirts is thinking now about exactly such shirts as these—but he is expecting to pay a half-dollar more for them. The materials are high-class Percale and Printed Madras, in sixty-seven varieties of patterns and color combinations. Made by one of the best factories in the country — smart, stylish, good-fitting shirts, beautifully laundered. $1 each —not matchable for less than $1.50.

Something for the clothier. It sounds plausible and should interest purchasers.

The "Tiger Brand" Underwear

Eiderdowns REG'D TIGER BRAND **and Specialties.**

Repeat Orders

We are in a position to give prompt shipment of nearly all repeat orders during **October** and **November.**



AGENCIES:

Ontario, - McClung & Burns, Toronto.
Maritime Prov., J. A. Murray, St. John.
Quebec, - P. DeGruchy, Montreal.
Man., N.W.T., and B.C., Bryce & Co., Winnipeg.

The Galt Knitting Co., Limited, Galt, Ont.

The Watson Manufacturing Co. Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.
A. L. GILPIN, MONTREAL, QUE.
J. A. MURRAY, ST. JOHN, N.B.
J. A. BRYSON & CO., WINNIPEG, MAN.

An Ingenious Card.

Stereotyped forms of millinery opening announcements have become so common that something a little out of the ordinary is a welcome relief. A Port Hope merchant conceived a novel design for the cover of his millinery invitation card, and in executing it got pretty well ahead of the local papers. It seems that a large new factory was about to locate in the town and very little was said about the proceedings in the newspapers so little, that when the aforementioned card appeared with a view of the town, on which a hand pointed to the exact site selected for the new factory, it was a piece of news to a good many. The value of the millinery card was enhanced 50 per cent. by this little scheme, for many a person looked at it who would not otherwise have done so.

Our Sample Ads.

The examples and extracts from advertisements printed in this department have been selected from a large range. They have all been chosen on account of their possession of good qualities. That is why they all receive commendation. It might have been possible to pick out any number and criticize them adversely, but it is believed that the present plan of bestowing praise where praise is due, and omitting all adverse criticism, is preferable to a combination of the two to the detriment of certain merchants. Dry goods advertisements, as a rule, are lengthy and occupy considerable space, so that it has been impossible to give complete examples, but the next best thing has been done and the vital parts have been extracted from the advertisements considered, and have been reproduced in these columns. It is hoped that in future issues more attention will be paid to Canadian advertisers in a practical way, and examples of Canadian work will receive the consideration they deserve. Work sent in for examination will always receive attention.

THEIR FIRST PICNIC.

On Saturday, September 6, the employes of The Colonial Bleaching and Printing Co. held their first annual picnic at Otterburn Park, St. Hilaire, Que. About 400 attended, and were fortunate in having the best of weather in which to enjoy a huge "spread" as well as a good programme of sports. The following is the list of sports and the winners:

1. Boys' race, 17 years and under—1st, G. Clayton; 2nd, B. Mullen.

2. Young ladies' race—1st, I. Morin; 2nd, L. Clayton.

3. Running broad jump—1st, F. Tarrant; 2nd, W. Dorion.

4. 100-yard dash—1st, W. Thompson; 2nd, G. Clayton: 3rd, E. Lockwood.

5. Overseers' race, over 40 years of age—1st, W. Burrows; 2nd, B. J. Mullen.

6. Overseers' race, under 40 years of age—1st, F. Bullard; 2nd, H. Willows.

7. Three-legged race — 1st, Tarrant and Hardy; 2nd, Clayton and Keiser.

8. Hop, step and jump—1st, E. Cain; 2nd, B. Mullen.

9. Baseball match; captains, Lockwood vs. Dolphin—Won by Lockwood.

10. 220-yard dash—1st, W. Thompson; 2nd, G. Clayton; 3rd T. Keiser.

11. Egg race for ladies—1st, I. Morin; 2nd, M. Goud.

12. Needle race for ladies—1st, C. Hardy; 2nd, I. Morin.

13. Potato race—1st, G. Tilson; 2nd, J. Greenhalgh; 3rd, T. Keiser.

14. Sack race—1st, T. Keiser; 2nd, G. Hardy; 3rd, J. Greenhalgh.

Besides the above, all enjoyed the excellent boating and driving, dancing, etc., furnished for their entertainment throughout the day. A very good orchestra supplied the music.

THE "NOTT-A-HOOK."

A novel article that will be much appreciated by wearers of shirt waists, especially, is the "Nott-a-hook," made by the Nottahook Co., of 557 Broadway, New York. It is in two pieces, something like the fastener of a glove, only flat and slides into place, and when fastened it is impossible to pull it apart. This arrangement is fastened at intervals on a firm tape. The tape with one part of the fastener is stitched to the waist, and the corresponding portion to the band of the skirt, and the result is a firm union that keeps both waist and skirt in place. There are many other uses for this article. A detachable ruffle can be fastened to a drop skirt much more firmly by the "Nott-a-hook" than by buttoning, and is not so likely to slip. It can also be used for a variety of other purposes—to fasten collars, belts, fronts and cuffs of blouses, children's garments, etc., as it is nickle plated and will not rust. John Macdonald & Co. have this useful article for sale.

PAPER STOCKINGS.

Paper collars have come and gone, and now, according to an exchange, the experiment of paper stockings is to be tried. It is said that paper can easily be made into a sort of strong twine; this is roughened to give it a woolly look, and it is then knitted as though it were the real thing. This curious hosiery is to be retailed at a price averaging 4c. "which will go far to lighten the labors of the patient (or impatient) work and washer woman; for who would darn stockings with new ones at hand at that unheard-of price?" "But we have our doubts," says a drapery paper. "The only conceivable ground on which paper stocking could come into vogue would be that of economy, for it is absurd to suppose that they would be as pleasant to wear as those made of worsted, wool or silk. And even if paper stockings were tolerably comfortable when first worn, how would they be after a couple of days' wear? And if a pair cost 4c. every other day, where is their superior cheapness as compared with the genuine article?" We do not wish to discourage the paper trade, but we shall not believe in paper stockings until we see them—and perhaps not even then.

A NEW AUTOMATIC LOOM.

A new automatic loom for reducing the labor cost of weaving appears already to be stimulating the inventiveness of British machinists. Several ingenious attempts to transfer from the weaver to the machine the task of changing the shuttle and restarting the loom have recently been brought under public notice by different makers of textile machinery in Lancashire and Yorkshire, but none of them contains greater promise of practical utility than a self-shuttling loom which is about to be put upon the market by William Dixon & Sons, Limited, of Blackburn. A representative of The Manchester Guardian says: "In its general outlines it closely follows the ordinary type of Lancashire loom; it has a loose reed, the picking is done from above the sley (instead of from beneath it as in the American looms), and the crank arms are as long as in any ordinary loom, thus leaving plenty of room for all the shafts necessary for weaving such goods as sateens and drills. Like all other English automatic looms, it changes the shuttle, and not merely the weft in the shuttle, when a fresh supply of weft is required; and this change is effected not when the loom is running at full speed but during a momentary pause. It was running—weaving a common shirting with ordinary Blackburn warp and weft in a dry atmosphere—at 210 picks a minute, and the shuttle-changing mechanism was working with absolute smoothness and precision. The loom will, it is understood, cost about £16 for the forty-inch size, and the cost of converting ordinary Lancashire looms will be about £9 each. The inventors are two Blackburn men."

Returned March 11/03 to Toronto Feather & Down Co.



Down Comforters,
Cotton Comforters,
White Cushions,
White Cosies,

White Muff Beds,
Bed Pillows,
Covered Cushions,
Covered Cosies.

Letter Orders Carefully and Promptly Filled. Price Lists Upon Application.

The Toronto Feather & Down Co., Limited

Factory and Sample Room, 74 King St. West, TORONTO.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

BUSINESS AND ITS MANAGEMENT.

CREDITS AND ACCOUNTS.

BY T. J. STEVENSON.

WHILE the giving of credit, under some conditions, is an evil, it is an institution which trade conditions, and merchants themselves, are entirely responsible for. It has wormed its way into the very fabric of business, and is with us to say. We must, therefore, meet it, and devise means to offset the evils which result from the system.

The great financial interests were the first to discover the necessity for system in this feature of their business, and they speedily united for the mutual exchange of information. They first sought to combat the exils of extending too much credit to retail merchants by associations of jobbers and manufacturers. This helped some, but they soon discovered that what was everyone's business was no one's business. Then the agency appeared. It took up the work, and made it a business. The result is that the agency has weeded out a vast number of unworthy mercantile and business enterprises, and has made it a more serious undertaking to enter into the business world. You who are worthy have benefitted greatly by the prevention of much unfair, not to say dishonest, and unworthy competition.

While merchants' associations have not been wholly satisfactory and successful in preventing the unwarranted extension of credit, they have helped much. A friendly relation with your most vigorous competitor, and the reputable agency is to be commended. The honest, open interchange of information and business experience will not injure either, and is of great benefit to both.

The greatest power for the prevention of the misuse of the purchasing power of credit is the actual ledger experience of your fellow merchants. The question of how to best gather that information, how to preserve it so that it may always be on tap for the use and benefit of those most interested, is a gigantic problem, and while a partial solution has been in practical operation for a number of years in cities, the smaller towns and villages are but now beginning to work out their salvation in this respect.

It goes without saying that greater care is essential in the extension of retail credit. Competition makes you all eager to sell goods, and has a strong tendency to promote the reckless extension of credit. If you could but fully realize that you cannot sell all the goods to be sold; that you always have had competition, and that competition will always remain with you, a long stride in the right direction will have been taken

Remember it is better to have the goods on your shelves than to have a doubtful—to say nothing of a worthless—account on your books. The one has value, the other is quite likely to be an expense.

The first question which should occur to you when a prospective customer applies for accommodation should be: What right has he to ask credit? By this I mean, what are his ability and disposition to pay? Of course, you cannot reason that a man is not entitled to credit because he does not own real estate, nor because he is not possessed of stocks, bonds and mortgages. Many a good credit customer has only to his credit a past record for honesty, sobriety and steady employment. To this should also be added the record of having always met his obligations in a satisfactory manner.

The question is: What shall be the crucial test which the merchant shall, at all times, be able to apply with the feeling that, if the answer is satisfactory, credit may be extended? To this I answer, no such test is known to me, and I doubt if one will ever be known. Success in extending credit comes primarily from your own good judgment, tact and business experience. Business experience most of you have; tact can seldom be acquired, but, being born with some of it, you can cultivate and improve it. Your judgment is always either improving or retarding with your business experience. Most people improve by hard business knocks, but some lose their grip, and eventually make a failure.

I say, therefore, profit by your experience, let your tact and business discernment be growing keener at every bump you get. In other words, do not get bumped twice by the same sort of a bumper. Not only this, but let your neighbor, profit by your experience. If you are fair with him he will be fair with you. Even exchange works no injury to anyone. He will in most cases give you value received for the information.

Do not, under any circumstances, be hasty in extending credit. The man who asks you for credit is asking a favor. It amounts to practically the same as a loan of money. The chances are he is leaving some other merchant to trade with you. You should not be so eager for the gaining of what appears to be a good customer that you will forget that he probably has some reason for changing. His reason may be good. It may be a reason that would be only to his advantage. Your neighbors in competition are not thieves and robbers. They can, in most instances, sell goods as cheaply as you. If the party in question is a good customer, he is quite likely to receive the best kind of treatment from your competitor. Then why does he make the change? It is for you to find out, and this you should do in a most thorough and careful manner. Do not be afraid of injuring his feelings by asking such questions as will enable you to investigate his past record. He is the one who is asking the favor, and is to be accommodated by the transaction. He should come to you with clean hands as it were. He may be a man you have known casually, perhaps quite well. The chances are that you know but little of his business methods. Therefore, I say use more care in extending credit, and your accounts will require less attention.

Satisfy yourself that the investment of your own capital will be returned, or else keep your goods. Many an otherwise successful merchant makes the mistake of seeing the profit on a credit transaction, and overlooks his own investment, and the hazard he is assuming in extending the credit. I can only say to you that care is the stepping-stone to the solution of this question.

If you, as merchants, work together conservatively and systematically, you will sell just as many goods, and reduce your percentage of loss on poor accounts. Only a given amount can be sold anyway, and each will get his share.

If you will all heed the good old Golden Rule, as between yourselves as merchants, "Do unto others," etc., you will give each other more valuable assistance, and all will profit. If you do not work together, the more modern version, as suggested by David Harum, will follow, and the unworthy credit customer will "Do all of you."

The W. R. Brock Company. (Limited)

MONTREAL

We are showing this month

the Newest in Ladies' "Ready-to-wear" goods---

WHITEWEAR, BLOUSES, SKIRTS

In order to introduce ourselves to the trade as a **CARPET HOUSE** we are offering many **NEW** lines of our **NEW** stock at special prices.

We are **NOT** showing this month any old fancy printed goods, as they are all sold out. Our prints, etc., for Spring 1903 will be all **NEW** and **FRESH.**

Cloaks and Mantles.

THE outlook for the mantle business in Canada for the coming season seems very much brighter than a year ago. During the past few months retailers have placed very fair orders with the manufacturers, and, on the whole, orders given on the placing trip for 1902 are considerably in advance of 1901. This is accounted for largely by the fact that in many localities the loose back did not meet the popular fancy, and merchants were somewhat timid in placing early orders. Although in the larger centres the loose back coat has been worn for some seasons, still the general trade did not accept it until about a year ago.

The Condition of Trade.

Owing to the great demand for Canadian-made goods many manufacturers have found a difficulty in procuring sufficient help to turn out their orders, but this trouble seems to have been successfully overcome in the mantle trade, and most orders will be delivered promptly on time. The "Monte Carlo" seems to be the favorite style, both in shorter and longer coats, in the larger centres, particularly with the better class of trade, as it needs to be made of good material to look its best. It is hardly an ideal wrap for cold weather, so we expect a reappearance of our old friend the raglan when the colder weather sets in, as it is such a comfortable garment for Winter wear. Almost all misses' and children's coats are in this style.

Help Still Scarce.

Many half-tight or semi-fitting backs are shown in the shorter coats, and are selling freely to the country trade, as the loose back never had much hold there. There is a fitness in this, as the loose back is more adapted for city life, where a wrap is needed that is easily thrown off at the theatre or in visiting, and one that will not crush the dainty silk waist underneath. The tighter coat can be made of heavier materials, and, fitting more closely to the body, gives more warmth and is more suitable in every way to country requirements.

Half-Tight or Semi-Fitting Backs.

Long, semi-fitting coats have large collars of mink, chinchilla and other fashionable furs. These are almost the only styles in which fawn and brown, the once much-worn cloths, are used.

While the "Monte Carlo" is seen on all sides, there is some suspicion that it may not prove the leader it is expected to be, and some other novelty may be sprung on the trade at the last moment. Many "Monte Carlos" have a double or triple set of capes and full-length panels in front of velvet or velours, generally decorated with braid, embroidery or passementery.

"Monte Carlos."

Persian galoons are largely used on the more expensive coats—just a touch on the collar and straight bands outlining the panels down the front. Laces of the heavier varieties are also seen on the collars. There seems to be no exclusive style in collars this season. The high flare, military, cape and shaw are all worn.

Styles of Collars.

Velvet or velour coats, tight-fitting, with the blouse effect in front, and skirt extending to the knee, heavily trimmed with braid, passementery, buttons, etc., are very chic.

Mantles on the line of the kimono and a revival of the old dolman are predicted. The soft, yielding zibelines are well adapted to these garments.

Three-quarter coats in men's cloths and rough effects, principally in grey and black and white, cut much the same as a man's coat, but without the yoke, are shown for street wear. Black seems to be the general choice. Oxford grey seems to have taken the place of fawn in popular favor. Green, brown and red are sometimes seen.

Three-quarter Coats.

Trimmings are all in heavy effects, braid, passementery, fancy buttons, heavy laces and tassels, also stitched, piped bands of cloth. A beaver cloth "Monte Carlo" ¾-length coat, very loose and full Medici collar with rosette of velvet at the back of the collar was shown by one house. The skirt of the mantle was trimmed with stitched bands of the cloth. The fronts faced with braid in Oriental coloring and the same continued around the collar. Wide, flowing sleeves with band of velvet covered with rows of white stitching at the cuff.

Trimmings.

An extremely stylish coat, and a departure from the ordinary loose lines, was of black cloth, made like a bolero at the back, and with blouse front. Around the bolero and continued as a belt at the front, was a handsome braid with little tassels at intervals. The long skirt was fitted to the figure at the back, and the seams covered with stitched and piped bands of cloth. The revers and collar are lined with deep green velvet and edged with the same braid that trimmed the bolero. An ornament of cord and tassels was placed at the left side and fastened at the waist in front, the ends finished with tassels hanging down.

A Stylish Coat.

AN AMALGAMATION.

The Novi-Modi Costume Co., of Montreal, have amalgamated their business with Boulter & Stewart, Toronto, which makes a very strong combination, as the latter firm will manufacture all goods for the Novi-Modi stores, giving them a largely increased output, and enabling them to give their customers a better selection of high-class, ready-to-wear garments. The increased demand for the "Crown" brand garments is steadily growing, and a successful future is assured the new firm.

GREENSHIELDS, SON & CO.'S SPECIALTIES.

S. Greenshields, Son & Co. are showng a special line of black sateen underskirts to retail at $1. Merchants should inquire of the travellers for No. K81 in this line.

S. Greenshields, Son & Co. have just received a full range of ladies' flannelette nightgowns, skirts and drawers, at all prices, for the sorting trade.

S. Greenshields, Son & Co. have a fine range of ladies' wrappers, at prices to retail from $1 to $2, for the sorting trade. These are scarce on the market, but this house have been fortunate in securing a large quantity.

RETURN OF JOHN MACDONALD & CO.'S BUYERS.

Mr. Dunning, buyer for John Macdonald & Co. in the staple and linen department, who has just returned from his semi-annual trip to England, reports that the cotton and linen markets in the Mother Country are as yet unsteady. The famine in India has interfered somewhat with the handling of this product, while the effects of the South-African and Chinese wars have not yet been effaced.

Mr. Davidson, of the dress goods department, has also returned from the continent where he has been investigating the markets, especially in France and Germany, pertaining to his particular line of goods.

All the buyers of John Macdonald & Co. have now returned.

BOULTER STEWART TORONTO
REGISTERED 1899

—WEAR—
"Crown" Brand Garments
BEWARE OF IMITATIONS.
We have had three infringements of our Trade Mark this year.

Sure Sellers

Walking Skirts
50 DESIGNS.
New Kilted Effects.
New Pleated Designs.
New Slot Seam Finish.
Prices, $24.00 Dozen to $10.00 Each.
Strictly Tailor-Made Highly Finished Garments.



Dress Skirts
50 DESIGNS.
Latest Embroidery Designs.
Newest Yoke Effects.
Nobby Trimmed Novelties.
Prices, $3.00 to $12.00 Each.
Exclusive Designs in Cloths Just from Paris.

Our Assortment is double any previous season's offerings, and we are sure to please you.
LETTER ORDERS WILL RECEIVE PROMPT ATTENTION.

☞"Crown" Brand Registered

BOULTER & STEWART
SOLE MANUFACTURERS

13 Front St., W.
TORONTO

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Features in Gowns, Furs, Mantles

LA VIE MONDAINE is about to commence, the salons are filling, and "entre-nous" it would seem that price is a very secondary question, where a chic gown is to be had. Embroidered dresses, such as crepe meteore, are much in evidence. One would take this material to be crepe de chine, but a near inspection proves the contrary, for it surpasses the crepe to a fineness. Tissu meteore is exceedingly fine and transparent. A princess robe on cerise taffetas, trimmed with white lace the design being smoked pearl paillettes, is wonderfully pretty, the front of the corsage being entirely of lace and paillettes. The collar band being taffetas, surmounted with plain lace at each side of the bust, is the plain meteore tucked to the shoulder. The sleeves are full at the wrists with a narrow band ol lace over taffetas, the under part being plain, the top being lace "a jour," from the shoulder to the wristband, the back of corsage being plain from collar to waist. There are four buttons at either side, on plain material at front. The skirt hangs gracefully, being quite plain to the knees and very full at the back. An entre-deux of lace forms the skirt into volant en forme at just below the knee, with one plain band of lace pointed at bottom of skirt traversing to a point just above the entre-deux, the volant having six rows of half-inch wide lace and cerise ribbon trimming, right round. With this dress is worn an extremely light felt hat, the crown being two and a half inches deep, quite flat, with a very wide brim, turned up at left side, two bands of one-inch velvet ribbon coming from under the brim to around the crown, forming bows at back, the ends hanging nearly to the collar line, finished off with pointed ends of lace and paillettes to match the dress. Another is in pastel blue cashmere. The skirt hangs from a Swiss belt of pastel blue velvet, with an interlacing of three narrow bands "en bias" of cashmere falling perfectly plain to within 12 inches at bottom, the remaining portion being tucked with six layers of one-and-a-half-inch tuck of cashmere, surmounted by a leaf pattern of cream lace. From the Swiss belt to finish of skirt at front is a panel, eight-inches wide, of lace incrustation. The back of skirt has eight pleats, very narrow, falling to the tucks at bottom, which are tres volant. The corsage is decolte at will with wide revers and very blousy of lace with just sufficient of cashmere to keep the continuation of skirt to meet the revers. The corsage has a cache-corset effect, being tied in front and held with a diamond brooch, edged with pastel-blue enamel. The sleeves are composed of three mountings. The first suggests an evening corsage sleeve in lace, the second, coming from under lace to elbow, falling over to a point of gathered cashmere, edged with lace; the third, in cream taffeta, very full from elbow to terminate in a narrow lace over the taffetas wristband. The corsage is lined with mousseline de soie over white satin. The hat worn with this gown is a very fine straw. The brim waves at each side, a trimming of lace petals rests on the coiffure, the narrow crown is trimmed around with the same, and a bunch of lace petals falls at back, resting on the chinon.

TAILOR-MADE.

In tailor-made gowns the variety is large, though there is every indication of the skirt being, "pour bien dire," tailor-built, i.e., plainer than last Fall's models. The long coats are certainly the "grand mode," as again are to be seen the couture rapporte nearly to the knees. Some dresses I have noticed are almost princess at back, the pleat from bottom of skirt being carried to the coat and widening up to collar. All collars are very narrow; in fact, almost collarless, but the great novelty is the sleeve, which is carried right from the collarband to the wrist, without seam at shoulder, and on close inspection one finds there is no seam under the arm, for the under part of sleeve is cut from wide at wrist to a point. The dress is entirely tight-fitting to within 12 inches at bottom of the skirt, and is finely tucked zig-zag. The flounce, though narrow, has a wide sweep, as it is cut en bias. Another suit is in Scotch mixture, reversible. The coat is long with narrow turned-down collar, and revers on the reverse side of cloth—sack back. There is one square pocket with flap to button on either side. These also are on the reverse side. The skirt is plain and just clearing the ground, with a wide circle of the reverse material. Short coats are not showing.

FURS.

It is hardly possible to fancy that ladies would put Russian sables aside, even at the cost of fashion. Yet so it is, for the craze is squirrel. Skins last year worth 15c. are to-day at a value. Long coats, sack backs, low turned-down collars, wide revers and immense sized pearl buttons are "tout a fait a la mode," so also are stoles and muffs to match in squirrel. Seal-skin coats trimmed with squirrel is indeed something—pas ordinaire. Ermine and fox are shown as a matter of course, but cannot be shown made up in any form as a novelty and are sorely trying the patience of makers up.

MANTLES.

A novelty is in the shape of a long mantle, in box cloth, made up of tabs, round and fairly wide, overlaying each other from bottom to collar. The sleeves are extra large, and even though the arm be brought up level the under part of sleeve has sufficient material to still hang loosely. This fullness is, of course, brought about by the top part being circular, with a lace point falling over the shoulder, bust, and top of back. The same model is shown in black and violet. Another is a Russian coat effect, with two basques and hangings of pleated braids mounted with small pea buttons. The basques are quite around to the front, but have a wide division at back, where three pleatings of braid and buttons divide them. Another is quite princess back, very long train, the back and sleeves being cut into one-half of the coat, with buttons at each shoulder. The fronts are cut to form each a side and under part of sleeve, the rever on each side being carried down to edge embroidered. Tassels and cords are ornaments and can also be used to attach and form a double breasted. Felt hats, with narrow turned-up brims, trimmed at back and falling very low onto the mantle.

A. E. DACAM.

The "Monte Carlo" Coat

is the rage of the season.

We have the strongest line in the market to select from. Our showing includes this popular coat in Kerseys and Friezes and all kinds of other cloths. We have some made up ready now, for immediate delivery, and can fill all orders in from 10 to 14 days.

The "Monte Carlo" Coat has many points of merit, and although a new thing, it is already a warm favorite, and is sure to be a success with the best trade. The cut and finish of the Northway garment give it a distinctive style not to be seen elsewhere—and the make is just a little bit better than seems necessary.

If you want to see it drop us a line.

JOHN NORTHWAY & SON, Limited

Makers of Shape-Keeping Garments, - - - TORONTO.

The Boas-Felsen Co.

Merchants desiring the **latest New York** styles, **perfect** fitting and **well** finished **garments,** will find it to their **advantage** to **inspect** our extensive line of **Jackets, Suits,** and **Skirts,** in **Cloth** and **Silk,** for the coming **Spring** season, when our representative calls.

The Boas-Felsen Co.

40 St. Antoine St., MONTREAL.

Ladies' Neckwear.

BUSINESS for Fall and Winter seasons in ladies' neckwear has commenced satisfactorily, according to our wholesalers, and indications are that the coming season's trade with retailers will be in advance of former seasons, if not on account of the general condition of trade, then because of the unusual variety of styles and designs prepared for the public's choice. In one way there might be expected to be some falling off in the demand; as during the remarkably cold Summer season many articles were bought and worn which are quite suitable for Fall wear. But the many new designs which have appeared for Fall trade in neckwear are being shown by the retailers with success. They include a number of new effects, which must be adopted by the woman who wishes to have the latest, and, however well supplied she may be with articles of neck adornment which appeared a couple of months ago, the new arrivals will certainly hold the first place. Collars, ruffs and small scarves are alike going well.

* * *

The plain mannish-looking neckwear has apparently become of minor importance for a time. The popularity of that style was of considerably longer duration than was expected of it at first, the natural consequence being that the return to the present artistic and entirely feminine fashions is the more welcome and complete. The stylish collars, boas, etc., are among the most artistic creations yet put on the market for dress purposes, and they are of great importance in the trade. The dry goods merchant must interest himself deeply in neckwear while the present feeling lasts if he is to keep his place as a dealer in the most fashionable garments in the minds of his women customers.

* * *

One good result of this liking for the flimsy and more elaborate effects in neckwear is that there is a disposition to take the finer-class goods. As in the more mannish modes, manufacturers have prepared all classes of goods at prices within the reach of all customers. But the expenditure of a little more money makes such a difference in the design, and, sometimes, in the quality of the article in the case of the present style of neckwear, that it is willingly given by the customer.

* * *

Boa after boa appears on the market, each design meeting with more or less success. From the rather narrow ruff that first appeared, the collar has gradually widened until the present fashionable boa covers the shoulders, if it does not go further and do all the services of a cape. The ends, too, in many shapes, are as wide as the collar. One design, in a combination of taffeta and chiffon, has the ends about 14 inches in width.

* * *

The short waist lengths are still in evidence, but the trend is undoubtedly to the longer boas, some of the latest designs reaching to the ankles. Chiffon is the most used material for seasonable boas, though taffeta and chiffon combined is nearly as prominent. Zibelines are also in evidence, a number of handsome broad cape effects being well thought of.

* * *

Black in boas is the ruling color, and, in all probability, will be for some time. A touch of white or some other light color appears here and there in some of the new boas, and is liked very well. Black on white is another variation, but it has not the sale of the others.

The number of collars is almost endless, and includes every variety from the small Medici effect to the large effects in lace, beads, etc., which are so much in demand for the coming seasons. In the latter, an excellent business is doing in the rich lace and silk combinations, which speaks well for the class of trade done in this line. Lace collars with long points in front and back are popular.

* * *

Stock collars are frequently decorated with beads and lace. The made-up collars hold their own as a staple style, but a great many ties are also being sold. In these, too, steel and jet beads figure largely, as well as lace and ribbon.

SHREWDNESS AND HONESTY.

An honest merchant made as strong statements about his stock as the goods would warrant.

What he said was true.

A shrewd competitor always went him one better.

What he said was not true.

The honest merchant lost some sales, but saved his reputation.

The shrewd competitor fooled a number of people, but lost their friendship.

In the end the honest merchant had the bulk of the business.

In the end the shrewd fellow had nothing but experience.

Moral—Shrewdness is not a desirable quality in dealing with customers.—Southern Merchant.

SPECIAL GOODS AT BROCK'S.

The print department at The W. R. Brock Co., Limited, Toronto, has just opened up a stock lot of mill over-makes in 36-in. printed wrapperettes. There is a range of about 60 different patterns, all this season's designs. They can easily be retailed at 10c.—the regular wholesale price.

The Brock Company also report a large business in W.S. 1, which is a 28-in. English reversible Salisbury, extra heavy weight, perfectly strong cloth, and which makes a leader to retail at 10c.

Panne flannel is a heavy weight, close-napped American wrapperette, a beau-ideal cloth for children's coats and ladies' dressing jackets, etc. It quite takes the place of the woo eider-downs, as there are some most exquisite colorings in pinks, sky-blues, greens, marines, navies and reds.

The linen department is offering at present a lot of best imported surahs in the narrow width, which are worth 10c. at the mill. They are offered at 8c. per yard in two shades of slate and one of brown.

The flannelette room has received a mill stock of yard-wide striped flannelette that was not sufficiently napped. This line would be considered good value at 8c., but it is now being offered at 6½c.

In the linen room, a line of French canvas is the principal attraction of the month. There are five specials in the natural colors. CZ is a heavy-weight at 9c.; CM is a heavy-weight at 10c.; No. 54 is a light-weight at 10c. In black, C150 is a heavy-weight at 9c.; C200 is a heavy-weight at 10c. All of the above are easily worth 15 per cent. more than the price asked. The Brock Company have also secured a small lot of napkins, which were made for an American firm, only something went wrong with the contract. The following specials can be offered: ⅝, No. 1 at $1, No. 2 at $1.35, No. 3 at $1.50; ¾, No. 4 at 90c., No. 5 at $1.50, No. 6 at $2.25.

No. 10 is a 28-in. fine fabric, heavy weight, mercerized and schrinered black sateen, extra bright finish, which is being offered at 10c. It is one of the best values ever shown to the trade. No. 15 is a 32-in. ditto, which has been sold at 12½c., in black and a full range of colorings.

For Spring Trade

1903

We beg to announce to our patrons that our travellers are now covering Canada from the Atlantic to the Pacific, with the finest range of Ladies' and Gentlemen's Waterproof and Rainproof Garments of the latest design.

We advise the trade to inspect our samples before placing orders.

Our customers should see that every Rainproof Garment bears the label with the "ELITE" brand. (Our style of label is copied.)

The illustrations of our new designs will appear in next issue.

The Montreal Waterproof Clothing Co., MONTREAL.

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

OCTOBER TRIMS.

THE SUMMER is almost over. The new Fall goods are coming in, and the trimmer will have his hands full from now until Christmas getting up attractive trims of Fall and Winter goods. Among the different lines that require pushing just at this season are blankets. In one of our illustrations in this edition may be found ideas for a good display with this line of merchandise. The following explains it: Size of window, 15x12 ft.; goods arranged in step form, from front of the window to the background; seven steps in all. Here's a "stocky" window display to some purpose. It is arranged orderly and presented attractively because of that, and the clever introduction of color effects in the ribbon bow bands, and the placing of the price cards. While "stocky" in form, it was a business bringer, which is exceptional with "stocky" displays of bulky goods.

DISPLAYS OF FURS.

This is also a good time to show furs. Many merchants think that fur displays are premature before the snow is on the ground. This is a mistake, as hundreds of articles in the fur line can be sold during October through window displays. The background for a fur window should be light in color as most fur articles are dark. A bright scarlet makes a rich, warm-looking backing for this line. White fur linings, if hung in half-circle form on the backs of the window, show off the goods in front of them nicely. Fur coats show off better on forms and wax figures, and boas, collarettes, muffs, etc., on nickel fixtures.

BACKGROUNDS.

The illustration—millinery trim—might suggest an excellent background for furs. This background was covered with bright red felt, bordered in white satine. The centre of background is a 6x9 ft. mirror, over which is drapery of white cashmere on a half-circle set out 6 in. from the back. Frames on sides were square (¾ in. boards), with circle cut out in centre. Cornice of background was executed in plaster of paris ornamental stuff on muslin coated with alabastine. This would make a rich permanent background for any line of goods.

An attractive background and one that serves two purposes, one of which is showing goods off well, and the other is the saving of the quantity of goods needed for the main part of the display, may be made by making a frame the width of the back of your window, and around the wall, side and about half the height. Cover this tightly with a figured denim of light pattern. Then make another frame, same as the one described, only cover it with a plain denim of a dark color, which will serve as a border to the window. Being of the same size and shape they may be alternated from one dressing of the window to the next, using the dark one for the bottom and the light one for the upper. I would sugggst that for clothing displays or for any display where the goods to be shown are dark in color, that the light-colored frame be used and vice versa. This is an inexpensive idea and one that will be found profitable.



An Attractive Display of Blankets.

THE ONE-IDEA TRIM.

The average shop window is, for the most part, filled with a variety of different articles grouped together. The question arises—Is this class of window display a better "trade getter" than the window which is dressed with the one class of articles? Does the mixed window strike the onlooker as being out of the ordinary, or does it go unnoticed? Has it made any lasting impression on her, or does she look without seeing? Does she tell her friends of the fine show in So-and-So's window of such-and-such? No. In looking at the mixed window her mind has taken in nothing; it has grasped nothing; the impression is ordinary. She has seen it before, and does not waste her time trying to distinguish any particular article from the multitude. As an advertisement that window is practically dead, and no one speaks of it as being a fine show.



"UP-TO-DATE SHOWCARD WRITING"

An illustrated treatise on the Art of Showcard and Ticket Lettering. Tells all.

Paper Cover, Price $1.00 Postpaid.

ADDRESS THE AUTHOR:

W. EDWARDS, Carleton Place, Ont.



PRINTING BY MAIL.

We make a specialty of filling Mail Orders for all kinds of printing, and we do it **cheap.**

1,000 GOOD WHITE BUSINESS ENVELOPES for $1.00, any printing.

1,000 Official No. 10 Envelopes printed for $1.75.
Noteheads, Billheads, Statements, $1.50 per 1,000.

WEESE & CO., Jobbers, 54 Yonge St., **Toronto.**

A PALMENBERG CLOAK AND SUIT FORM



60D.

Is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

New models, low bust, prominent hips, perfect shapes. Sizes, 30 to 42-inch bust. Bust made of Papier Mache and covered with fast black Jersey Cloth.

Heavy Wire Skirt, Japanned Iron Base and Standard. The new slide support and the screw in the top are distinct features and make the figure rigid and strong.

J. R. PALMENBERG'S SONS

Office and Salesroom: 710 BROADWAY.

Factory: 89 and 91 West Third Street, **New York**



Don't fail to send for our catalogue of

Fine Wax Figures

Sole maker of Forms and Wax Figures in the Dominion.

And Fixtures for Showing

Dry Goods
Clothing
Shoes
Cloaks
Millinery
Furnishings

A. S. Richardson

Factory and Show Room

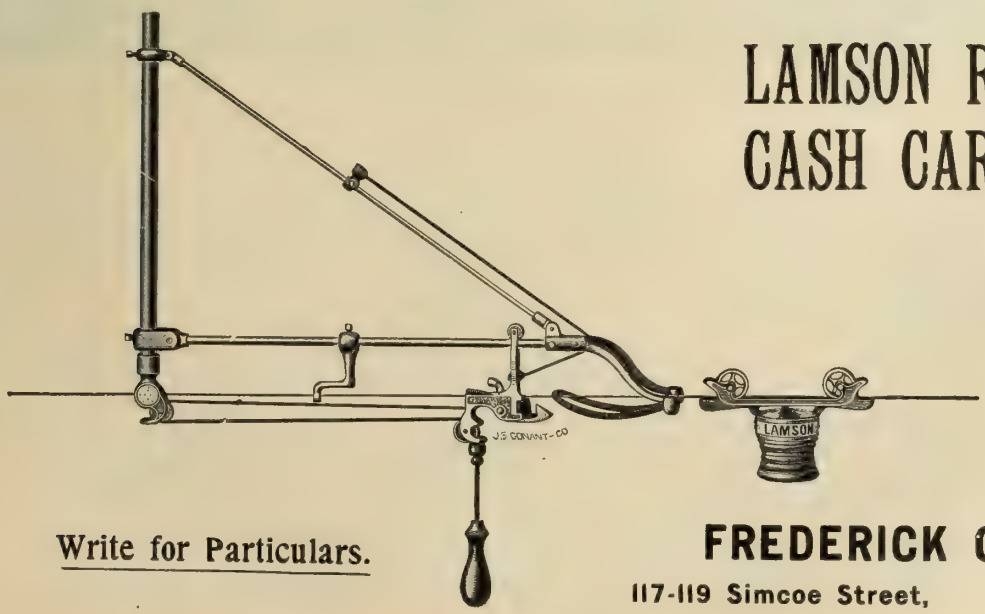
62 Hayter St., Toronto.

'Phone Main 3687.

—and—

714 Craig St., Montreal.

LAMSON RAPID SPRING CASH CARRIER



The Modern Labor and Money Saver

Write for Particulars.

FREDERICK C. CUTTING,

117-119 Simcoe Street, - - - TORONTO.

Neither does it speak for itself. Now, take a window filled with one class of goods (not necessarily at one price), although, if sufficient goods can be had to accomplish this, it will be an advantage. The public, struck with the magnitude of the trim, will stand and admire and go away with a lasting impression of that one article on their minds. In the course of general conversation they will tell their friends of the grand display, the quantity and the many styles, and give as their opinion that there would be no difficulty in getting what you wanted in such an establishment.

As an advertisement it gives the public more idea of the volume of stock kept and of the many shapes and styles than any newspaper could give. It also gives them confidence in themselves to enter, without asking themselves the question, Will they have what I want here? Many people are afraid of giving unnecessary trouble and frequently buy goods they do not want in order to take "something," in which case they seldom return. If the public are satisfied they can obtain a good variety at any particular establishment that house will get the trade, and that is an important point, showing a variety of one article is to be preferred every time to a display of a confusing mass of everything. It may be truly said that a woman's purse is reached through her eyes. Give her eyes sufficient to feast on and her patronage is generally assured. Thus the "one-idea" window will work wonders.

A SUGGESTION.

When wax figures are used to show costumes on in a window, a fine idea and one that gives life to the form is to get a lady's shoe. Insert a last in it or have it stuffed to shape, and by putting it under the skirt a little forward it gives the figure the appearance of taking a step forward. It must not protrude too far else it would take away the life-like appearance you are trying to obtain. Only one shoe or slipper is needed, either the right or the left, only get it on the side it belongs to. This is a simple thing, but one of the details of window work.

CARE OF WAX FIGURES.

There is nothing that looks so bad or ruins the effect of a window so much as to see handsomely dressed wax figures with faded, dirty or shiny faces, and too often do we see this state of things existing. With very little time and practice any trimmer can recolor his figures as well as an expert can do it for him. First, take a little coal oil or benzine and a piece of cheesecloth and wash the face, but do not allow the oil to remain on the face more than a few moments as it softens the wax. When wiped dry and cleaned, take powdered pumice, mixed with a little carmine until all the red streaks have been worked in. This will give you a very delicate pink shade. Then get a large sable brush, dip it in the preparation, and commence at the paint of the cheek, using a circular motion of the brush. Give the cheeks more time than the rest of the face, as it will give them more color. For the lips, corners of the eyes and nostrils mix the carmine and pumice half-and-half and use a very small sable brush.



An Attractive Background.

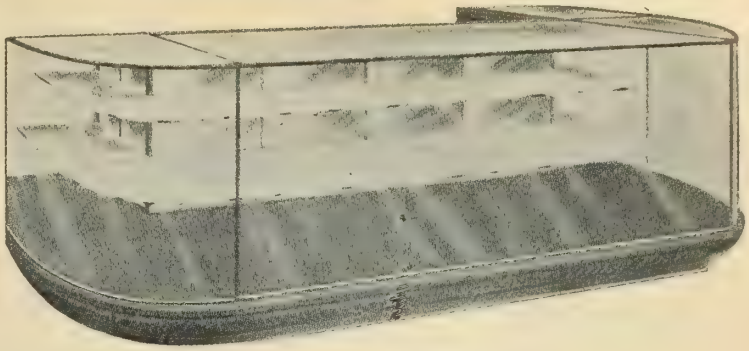
DISPLAY OF READY-MADE TROUSERS.

For a display of men's ready-made trousers, the illustration presents an excellent idea. The stand used is composed of three circles of ½-inch lumber. The largest size is 6 feet in diameter, the second size 4 feet, and the smallest size 2 feet. The large one is supported on three legs on the floor, and the others on top of it. White or colored stuff is puffed over the circle to hide the bare boards. The trousers are arranged by pulling one leg inside out and stuffing it inside the other leg. The illustration explains itself. This stand is an excellent one for merchant tailors, as tweeds can be arranged in pieces all

NEED ONLY BE SEEN TO BE APPRECIATED.

Our "Coronation"

all-glass top Floor Case is a little better than the best. Remember, we do not make all-glass cases, they are no use. Top rests on felt cushion on top of frame of case and extends out from edges about 3/8 of an inch. Held in place at corners by handsome carvings. Can't you see the advantage? Write for particulars.



Our No. 27 round end floor case.

Dominion Show Case Co., OFFICE AND FACTORY: 53 RICHMOND ST. E. **Toronto**



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

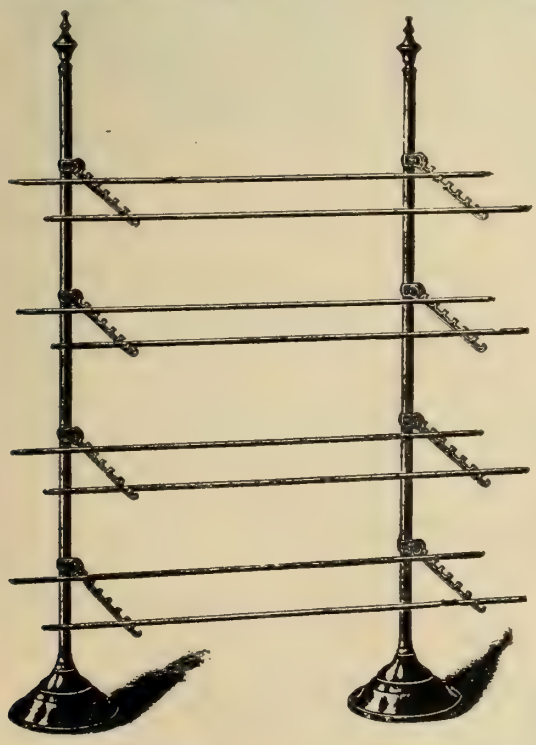
DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

DISPLAY FIXTURES



Your new Fall goods will look best if shown upon our up-to-date Fixture.

We carry a full line of Window and Counter Stands, Triplicate Mirrors, Glass Counters and Show Cases, Wax Figures and Forms, Mantle Racks, etc.

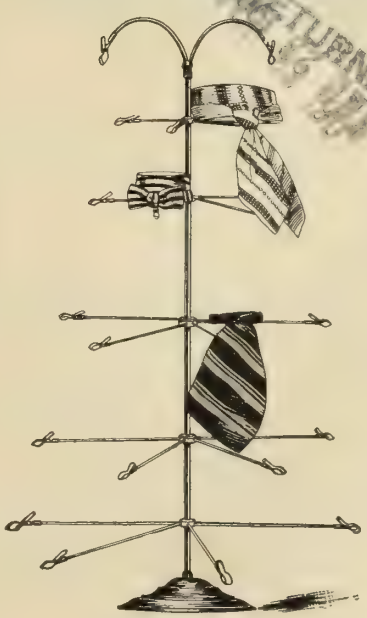
Clatworthy & Co.,

46 Richmond St. W., - Toronto, Ont.

THE

"Thorough Business Man"

can always rely on getting entire satisfaction when ordering anything we make in



No. 180.

ORNAMENTAL BRASS GOODS

The Reasons are Few, but Concise:

Every particle of the work is made and finished on the premises by skilled workmen, and is under the supervision of experienced management.

We now have the largest and best equipped plant of its kind in Canada. Our showrooms are always open for your inspection, and we are always at your service.

Call and see our goods, or send for Descriptive Catalogue to

The Toronto Brass Mfg. Co.,

91-95 Richmond St West, TORONTO, ONT.

around it in pyramid shape. The background of denim, as explained above, would suit a trim of this kind admirably.

H. H.

* * *

A PRETTY DISPLAY OF LADIES' VESTS.

By L. D.

Ladies' and children's cheap wool knitted vests are very homely things in themselves, but if you could have seen a window of them that was arranged in a Toronto store, you would have been astonished to find that, in capable hands, such an artistic and attractive display could be made of such unpromising materials, and a material that every store of any pretensions is sure to have on hand in considerable quantities. But perhaps it was to color that this window owed its chief charm. The vests were in pink, soft grey, and cream colors, pink predominating. Along the bottom of the window, next to the glass, were arranged doubled single vests of alternate colors. Next to these were unopened bundles, one laid down—on which was a vest of contrasting color, half-opened, and folded long-wise—the next bundle on end.

In the centre of the window, on a nickel stand, was a large and well-spaced price ticket, with more unopened bundles stacked up and piled in ordered disorder around.

Up the sides and along the top of the window hung single vests, close enough to touch. Along the ceiling were two straight rows and back of these a circular one. The background was composed of mirrors in light oak frames, and at intervals over these were fastened unopened bundles and single vests. The mirrows served the double purpose of reflecting the goods and showing up the colors.



A Taking Display of Trousers.

* * *

A DANGER IN THE WINDOW.

The employment of the incandescent lamp for the display and illumination of shop windows containing dry goods is generally considered safe, but several experiments, according to Scientific American, that have recently been carried out prove this contention to be a fallacy. A number of 16 candle-power incandescent lamps were enveloped in raw cotton, and at the end of a few minutes the material commenced to smoke. Directly a draught of air, such as is caused by the opening of a door, came into contact with the cotton, it burst into flames, and the bulb of the incandescent lamp immediately collapsed. Investigation as to the cause of this peculiarity showed that the thin glass shell of the bulb of the lamp softened under the influence of the heat gathered by the cotton from the incandescent filament, and when the draught of air came into contact with the lamp, the softened glass caved in under the air pressure, so that the filament fired the glowing material. In view of these interesting experiments, caution should be observed not to place cotton or similar fabrics too near an incandescent lamp, as is often done for decorative effect, otherwise great risk of a fire breaking out is incurred. The liability of combustion from this cause is further accentuated where incandescent lamps covered with a colored varnish are employed, as the varnish forms a stronger incentive to combustion.

A NEW ADJUSTABLE PETTICOAT.

Two women of the same waist measure rarely have the same hip expansion. A new petticoat adjustable to all figures by means of a double set of lacings at the back has been designed with the object of overcoming this difficulty. The skirt closes with patent fasteners down the placquet in the centre of the back. On each side are lacings which are trimmed with two small tucks about 5 in. apart, laid in the manner of a slot seam. These tucks are stiffened with buckram, and each holds four metal eyelets. When these are drawn together by a ribbon lacing they form an inverted pleat which holds the fullness of the skirt perfectly flat and smooth. By loosening or drawing the laces these skirts can be fitted to any sized waist or hips. The skirt comes in four sizes, and its adjustable features make it suitable for all figures.

SHOWCARD AND TICKET WRITING.

Window-trimmers and clerks who are fitting themselves for good positions, and merchants who are after their share of business and as much more as they can get, are now making preparations to secure it by being able to print a fine variety of showcards and price tickets. In this issue Mr. Edwards, Carleton Place, Ont., offers a book of instruction at $1 post-paid, which will teach you this art in a thorough and practical manner. He has hundreds of students in all sections of the country who are to-day reaping the benefits. "To earn more, learn more."

THE AUER GAS LAMP

"Turns night-time into day-time"

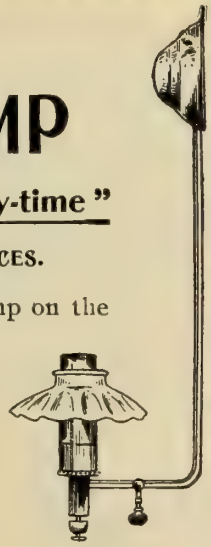
NEW MODELS. LOWER PRICES.

We offer you the best made lamp on the market, built scientifically.

We offer you a lamp that will light your store for half the cost of kerosene.

We offer you a lamp that is safer than a coal oil one.

We offer you a lamp which you can sell at a good profit.



No. 25
100 Candle Power.

Do you want the Agency for it?

THEN WRITE FOR OUR CATALOGUE AND DISCOUNTS.

EVERY LAMP GUARANTEED.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

An Ideal Store Light

and the Yotto Arc.



The new Rochester Cluster Incandescent Gas Lamp sheds a strong, mellow, white light which reaches the darkest corner.

SURPASSES THE ELECTRIC ARC LIGHT AT HALF THE COST

A perpetual light, turned off or on by pulling the chain.

Made for both inside and outside lighting; handsomely finished; all ready to attach to gas pipe.

Full lines of Incandescent **GAS MANTLES.**

ROCHESTER LAMPS, the best light for oil.

SPECIAL ESTIMATES FOR STORE LIGHTING. LET US QUOTE YOU.

The Rochester Lamp Co. of Canada

EVERYTHING IN LAMP GOODS.

24 Front Street West, TORONTO.

Coal VERSUS Eiderdown

Good coal is scarce.

Recommend your customers to purchase Eiderdown Quilts and keep warm.

A comfortable sleep tends to cheerfulness and good results during work hours.

EIDERDOWN QUILTS

From $36.00 to $75.00 a dozen.

Covered in exclusive designs of choice imported sateens.

SAMPLES OF COVERINGS SUBMITTED UPON REQUEST.

THE ALASKA FEATHER & DOWN COMPANY

OF MONTREAL LIMITED.

Waists

Silk, Cotton, Flannel, Albatross and Cashmere.

BUSINESS in waists during the past Summer season suffered along with all the lines of women's dress, on account of the unusually cold weather; but for Fall the outlook is decidedly bright, and manufacturers are of the opinion that the trade during the coming Fall and Winter seasons will to a certain extent make up for the past season.

The Cold Weather and Waists.

A pleasing feature of the trade is the pronounced tendency toward the finer grade of goods, customers requiring the better and more expensive weaves in both silk and flannel waists. This is particularly noticeable in the silks. The trade has been gradually finding out that the cheaper goods do not reflect credit on their stores. A customer buys a cheap silk waist, and after wearing it for a while it begins to wear out; the customer rarely reflects that the waist was a cheap one and that not much should have been expected of it, but forgets all about the price paid and only sees that the garment was of poor material. When she goes back to the merchant—if she does go back—the chances are that she will make closer inquiries as to the wearing qualities of the goods before buying, with the result that the dealer can impress upon her the advantage of taking a better class waist.

A Pleasing Feature.

The flannel waist is now more popular than ever, and manufacturers have on view more beautiful styles and designs than they have ever before shown. The flannel waist is peculiarly adapted to the Canadian climate, and it is likely that it will be a much greater success here than even in the United States. The sale of cotton waists in the United States has, to some extent, affected the demand for the flannel garments; but in Canada, while there are always a certain number of cottons worn, the situation is not the same, and flannel waists hold the first place.

Flannel Waists.

As to velvet waists, it is likely that many more will be shown than usual, on account of the popularity of velvet as a dress material. But, while in the United States, where women go without jackets in the Winter, much more than is the case in Canada, there is likely to be a good demand for velvet waists, they will hardly meet with the same favor here. It is difficult to pull on a jacket over a velvet waist, and our women will, as a rule, prefer some other material for outdoor Winter wear. For wearing without the jacket or coat, however, the metallic velvet, as well as the plain goods, may go well.

Velvet Waists.

For Spring, 1903, a very good business is expected in pattern silks. These have been gradually coming into favor, and all indications point to a probability of their taking the leading place next year. The colors which are looked upon with much favor in Paris, London and New York are royal blues, several shades of green, including Nile, reseda and dark green, as well as black and white. Black and white will likely be given the first place, with royal blue a good second.

Pattern Silks.

Chiffon will also be much used next season.

The New York Silk Waist Co., Montreal, have received a consignment of counter brushes which are a most useful article and will be cheerfully forwarded to the trade for the asking. They also beg to state that they have on order a most artistic calendar which will be sent to their patrons within the next few days.

See that you Get one.

Medallion-trimmed waists, as shown by The New York Silk Waist Co., are sure to be popular for Christmas and Spring trade, their range being the most artistic ever shown in Canada. The New York Silk Waist Co. have received many flattering letters from their patrons this year and are complimented on the decided improvement they have made on their line over other seasons. They are now, it is understood, the largest exclusive waist house in Canada, and own a fine factory to which an addition is shortly to be made. This speaks well for the proprietor of this progressive concern, who is, comparatively speaking, a young man. Their motto has always been "Built on honor, sold on merit."

In the Front Of the Trade.

We cannot pass this subject without referring to their genial designer, Mr. Knopf, of Vienna and New York, who is a leader among his class. He has been making waists since the infancy of their manufacture, and is well qualified to be left in charge of the reputation of his house for perfect fit, style and finish. Any styles shown by them are always guaranteed exclusive in every detail.

The waist which buttons in the back offers, according to an exchange, a field for front trimmings, for it is wide across the chest, and the modistes can carry out their schemes of decoration without interference.

Buttons in the Back.

The diamond trimmings in all their forms are very good. Ribbon is shirred along each edge and is put on in great diamond-shaped patterns on the front of the waist; these patterns cross each other in checkerboard fashion, and the diamonds are sometimes as big as four inches square.

In this diamond-shaped opening there is set a lace medallion, or a braided pattern is done, or there may be a bit of floral embroidery.

While the waist buttoned down the back has not the vogue that it had, many pretty blouses are still made in this style, which is a most becoming one to a many figures.

FIREPROOFING COTTON GOODS.

Some of the more enterprising of the German manufacturers of cotton goods are intending to make a trial of the valuable discovery of Dr. W. H. Perkins, of Manchester, whereby cotton and other similar highly inflammable materials can be rendered permanently fireproof. With the exception of explosives, there is no article that flares up so quickly as cotton when it comes into contact with a light, especially in those particular goods which are made of heavy yarns and "combed out" on both sides in order to give the appearance of flannel. The fireproofing process consists of "asbestinizing" the fabric, by which means permanent immunity from burning is assured, but the exact manner in which it is achieved is not divulged. "Asbestine fabrics" can be washed again and again and yet retain their nonignitable quality. From this it will be seen that the process does not consist in merely putting upon the material a chemical that for the time being renders it noninflammable, but rather, as in the case of mercerizing, in changing the very character of the material. "Abestined" cloths are said to be perfectly hygienic, and can be safely worn next to the skin.

RELIABLE MERCHANTS WANT

RELIABLE SILK WAISTS

RELIABLE SILK JACKETS

RELIABLE DRESS SKIRTS

WE



MAKE THEM

SEE OUR

Tailor-Made Waists

THE COMING NOVELTY.

As usual, we have the best.

While in Montreal call and see us.

AMERICAN SILK WAIST CO.

1853 Notre Dame St., MONTREAL.

THE

NEW YORK SILK WAIST MFG. CO.

We beg to announce that our Holiday Novelties and Advance Spring Styles are now in process of manufacture, and will be shown to the trade shortly.



40 St. Antoine Street, Montreal

Never Before Were **"P.D."** CORSETS In such Good Demand



The specially attractive appearance of **"P. D."** Corsets helps to a very marked degree to make them ready sellers. The many other desirable features found only in **"P.D."** Corsets have won for them a continuously growing popularity. Their style, their comfort, their durability have secured for them the foremost rank in the corset trade. One sale is instrumental in producing another. This is the kind of corset to recommend your customers.

For Samples and Prices write

KONIG & STUFFMANN

Sole Agents for Canada — 11 VICTORIA SQUARE, **MONTREAL**

Crompton's

New Models



The Corsets to tempt smart buyers. See them before placing orders for foreign makes.

THE

Crompton Corset Co.,

Limited.

78 York Street, - - TORONTO.

SKIRTS, COSTUMES AND WAISTS

A NEW month has begun, and garment manufacturers are entering upon some of the busiest weeks, of what will prove one of the busiest years in the history of the trade. Ready-made skirts and suits are a comparatively new feature of the trade, but one that has proved immensely popular, as there is a style and finish about them that was only obtainable in the high-priced tailor-made gowns before they were introduced.

There are many new styles and rumors of styles, but the old lines seem to be pretty closely followed, with a few minor changes in shape, but what the season may have in store for us before its close is hard to say.

As in the mantle trade, too early placing of orders may prove an injury; as the styles have not exactly formed, and something newer may take the place of what is bought.

The flare flounce is seen on few of the new shirts, and the flare on all skirts is decidedly less pronounced. Many gored skirts, tight around the waist and full around the feet, are shown, made with the slot seams or straps down the seams, terminating in a point about 10 inches from the hem of the skirt, which has the usual rows of stitching on around the bottom. Yokes and panels down the front are seen on a number of skirts.

There has been an unsuccessful attempt to revive the habit back in some quarters.

The walking skirt is one of the ideas that has caught on. Its utility was so apparent that its success was an assured thing from the start. The Norfolk coat of the same goods is generally worn with this skirt and makes a neat and business like garment.

Stitched bands of satin and silk are giving way to trimmings of braid and velvet.

It is said that buttons are to be greatly used as a garniture, and many fancy varieties are seen. One house showed a gown of black velvet with a circular skirt with row of buttons up the front of the skirt as though it buttoned there. This circular skirt is something new; the side gores are cut circular, the back is formed by a straight piece, and there is a seam up the front as in the model described.

The linings of many of the stylish coats will be of moire, soft matalasse satin, or foulard, and there will often be a blouse en suite to match this lining, and also a lace or net blouse to vary the costume.

The fashion of wearing light transparent waists with silk lining, with skirts of cloth etamine or cheviot, will continue through the entire Autumn season, and perhaps the Winter as well. Contrary to reports, the Eton and bolero will continue in favor, notwithstanding the vogue of the newer longer garments.

The fashionable pleated skirt is threatened with a rival, in the shape of the kilted ones. These are arranged on the yoke tops, like the pleated shirts. Kilts are shown on the sides of skirts, decorated with the tablier front.

Many of the short coats for walking suits have the slot seams as a trimming, both back and front. All have peplums of varying length, some only at the back, and others double and opened up, both back and front.

The entrance of the feminine touch displays the French idea, and the majority of models have it in some shape or form. A bit of embroidery here, a touch of lace or velvet there, all assist in giving this touch to the up-to-date gown.

Braids, buttons, passementery, tassels, oriental galoons and velvet are all used as trimming.

There are three distinct lengths in skirts. First, the short walking skirt, reaching to between the ankle and the boot. It is variously box-pleated, side-pleated, and may fall from a yoke about the waist, or at a point near the knee. It is particularly liked in black and white goods, rough-finished boucle cloths, velvet cords, and kindred fabrics.

The second skirt touches the ground when released, and is nearly round in form, ample in width and free from clumsiness. The absence of the flare does not do away with the gracefulness of form. It will not display the figure, which has been an objectionable characteristic of the habit back. While this is the new skirt, it is unquestionably a fact, the tight flared skirt will have many devotees among us. The third skirt is the long trained effect. The newer forms are full about the knees, and very full at the back, but we have yet to see how they take.

The feature that shows most change is the sleeve. The new sleeves show a tendency to greater fullness below the elbow, still preserving the tight outline of the upper arm. Some of the new sleeves are huge affairs, and the chief elaboration of the costume is placed here. The blouse buttoned up the back is seldom seen, the princesse closing and the slot seam giving the same effect when the waist is worn.

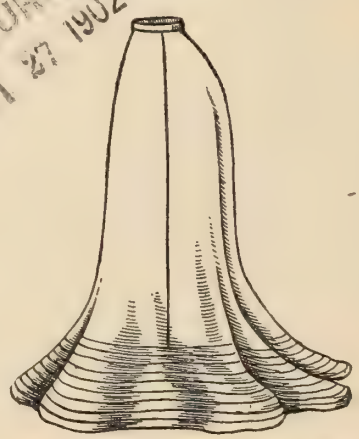
All the new waists have a daintiness and elegance about them this season that has not been reached before. This is because they are simpler in design and trimming, and there is an absence of that fullness and fussiness that in time past spoiled many a pretty waist. Larger tucks are taking the place of the small ones that have been so popular.

Plain taffetas are used to the exclusion of fancy silks. Poplins, some in spotted and plaid effects, are shown. Moire, velours, velvet, metal printed velveteens are all used for waists.

Blouses are largely trimmed with lace, Irish, and the heavier makes are most used. Very stylish is white lace on black, or black lace on white. Embroidery is a strong competitor of lace, hand embroidery being recognized as the unique and artistic trimming of the season. Waists of heavy cotton canvas cloths, mercerized goods, and fleece-backed pique are quite a feature of the Fall trade, and it is predicted that they will be worn through the Winter.

A Leading Skirt Firm.

A representative of this paper called on The New York Skirt Manufacturing Co. recently and found them exceedingly busy trying to keep up with the demand for their goods. The excellence of the fit and style of their skirts have called forth many complimentary letters from customers. This is not to be wondered at, since the firm keep a special representative on the New York market continually on the lookout for new styles, which are reproduced by the firm in Montreal a few days after being shown in New York. Orders have been coming in rapidly from all over the country, and in order to keep abreast of their increasing trade the firm may shortly be compelled to move into larger premises. They are progressing rapidly, and will soon take their place as one of the leaders in Canada.



No. 401.—This is another of our "Travellers." It is made out of a very good frieze, in black, blue and grey. Price, $2.25.

RETURNED OCT 27 1902

RETURNED OCT 27 1902



514

Stylish skirt of frieze, with pleats all around, trimmed with buttons, Price right.

Push! Don't be asleep!!!

Be in the line. Don't be behind; go ahead; push forward, show our strictly tailor-made skirts to your trade, and success is assured. Our style and price does the rest. Your customer cannot resist buying. Our styles are made up by an expert designer, a member of our firm, and having many years' successful experience in New York in this particular department. We don't employ salesmen on the road; this reduces the price of our goods.

RETURNED OCT 27 1902



516

The latest style Skirt, made of all-wool homespun, black, blue and grey. Trimmed with latest style tassels and buttons.

Our low-priced skirts have the style of the higher priced. These are our salesmen. We offer merchants samples on application for inspection. We make skirts for $1.70 upwards. When ordering, please state approximate price. We call the attention of the wholesale trade particularly.

THE NEW YORK SKIRT MFG. CO.,

28 LEMOINE ST., MONTREAL.

The only firm in Canada who make a specialty of ladies' separate tailor-made dress skirts at the right price

The "DORCAS" Thimble



Made in three parts
The inner & outer STERLING SILVER
And the intermediate STEEL

HORNER'S PATENT
THE MOST POPULAR THIMBLE OF THE DAY

May be had from

H. PEARCE, 1667 Notre Dame St., MONTREAL.

DO YOU STOCK THEM?

Sole Manufacturer. CHAS. HORNER. 29 Vyse St., BIRMINGHAM, ENG.

Our London Fashion Letter

Paris and London Winter Fashions—Smartly Cut Three-quarter Sac Coats are Features—Shoulder Capes in Many Coat Shapes—Striking Designs in Short Jackets—Louis XV. Gowns for Dinner and Evening Wear — Tailor-made Gowns for Street Wear—Feature of Paris Millinery Models.

STRONG points of interest in the Paris and London styles for the Winter fashions are the very smartly cut three-quarter sac coats of napped cloths, in light shades of fawn and brown, with lapel facings of lighter or darker tint, and in black with facings of white or very light-toned plain cloth. These plushed or napped cloths are so pressed that the undulations made imitate caracul or astrachan effects.

In some designs the plush coat is lined throughout with plain cloth that turns outwards on the stole-shaped lapels, that are further ornamented with silk or woollen cord knotted or tasseled trimmings that may be plain or have threads of metallic effect introduced.

There seems to be a run upon these three-quarter coats in a deep cream, almost biscuit-tinted plush, and they are exceedingly stylish in appearance. In black, the favorite lining and facing is a steel grey cloth, when the cord ornaments are a mixture of black and steel cords.

* * *

Another interesting feature in the mantle departments is the introduction of shoulder capes in many of the coat styles. Some are single and rounded, others are double or triple and slashed on the fronts. In models of an elaborate or handsome

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The "K. of K." Panama Folder in the "Premier" make.

character, rich lace collars, diamante or enriched with jewelled effects are added. Very great favor is shown this idea in the fur coats, that are in the majority of new season's designs, banded with a Russian blouse effect, with jewelled applique waist belts and similar facings to the fronts, that are intended to be worn open. The cuffs are ornamented in like fashion, and a field for very extravagant ideas is open here. In the exclusive West-End houses most costly models under this head

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"The Royal"—the latest shape in the "Premier" make.

are on view. One Russian blouse coat, with added skirts, made of sealskin has rever facings, cuffs and shaped belt of cut-out cream cloth in lace pattern, with insets of point lace in which the design is outlined with varied jewels. This is priced at 750 guineas. Other elaborate facings for fur garments are in cut-out (decoupe) suede with insets of lace and incrustation of imitation jewels. Here very ornate styles rule, according to the ideas which may be gathered from the continental models chosen by the London buyers.

* * *

Some striking models are designs in short jackets made by Paris firms, from "Poulain" a new and very becoming fur. Short jackets also, in plush that may be almond green, the very fashionable wood brown or black, are trimmed in a novel way with narrow bands of mink, and very handsome collars of lace and rich silk passmenteries. Cords and tassel ornaments figure on the majority of these models as simulated or actual fastenings to the fronts, and as ornaments, sometimes pendants to the cuffs. Sleeves in these coats are much smaller, and, in all cases, sloping shoulder effects are evident. For wearing under the fashionable coats, the skirts or blouses are in white, ivory, cream or bircuit-tinted rich corded silks or brilliante finished satin or taffetas that have applications of old Venice lace in medallions on the flat-pleated fronts.

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Umbrellas For Christmas Trade

Samples now in the hands of our travellers.

The Irving Umbrella Company, Limited

20 Front St. W., TORONTO

The prediction for the Louis XV. style is mostly evidenced in the model gowns for dinner or evening wear. Wave pleated skirts of silk or hand-painted muslins are included in the ideas revived for that interesting period. These pleated skirts from shaped hip parts appear very frequently in the newest tailor-made walking gowns, but are far more evident in the evening costumes. A dinner dress made by a leading Paris house has a skirt of wavy mousseline de soie printed (with hand-painted effect) in a pompadour design of carnations in natural tints. This opens to show an underskirt of pastel panne, that is further used to form a vest to a quaint, long-waisted bodice of antique and ivory-tinted satin, fastened on the fronts with chous of ivory muslin. The elbow sleeves and the decolletage are trimmed with muslin and old lace.

* *

In tailor-made gowns for street wear, such Paris firms as Redfern, Ernest Raudnitz, Rechoff-David, and Francis make fairly short skirts, and all favor much passementerie and braid for trimmings. They use much homespun, and run on nut or wood brown as to color for outdoor gowns. A model by Ernest Raudnitz is a walking or visiting costume of wood-colored homespun, with a Russian blouse beneath, which showed a silk skirt in the same shade trimmed with ecru



Sketched and engraved for "The Dry Goods Review."

A Paris Tailor-made Costume in cigar brown cloth, which shows the new insert pleated skirt, the fashionable short coat with facings of black caracal

guipure. The waistbelt was of corselet shape, in silk ornamented with crosscut bands of brown velvet studded with steel buckles. The new shaped skirt had a stylish trimming of cross-way bands in brown velvet between narrow encircling bands of mink.

* * *

Redfern has for some months favored Princess gowns and a number of his Winter costume models are cut in this way. While some of his best outdoor gowns in tailor-made styles have very handsome trimmings of furs, others have passementeries of silk or silk and lace insets. He is making some splendid long coats in sable, for his wealthier clients, that have large collars of Venice or other rare guipures.

* * *

Evening dresses are most ornate in their designs, even in the ready-made robes (with bodice material) of lace and spangled net. In the exclusive models fancy and ingenuity run riot as to the commingling of materials often most opposed to



A popular shape in Zibeline Hats. By favor of Messrs. Smith & Lister.

each other in texture. Chiffon, hand-painted or encrusted with jewelled lace motifs, will further show fur bands as a trimming, and most original ideas are exploited by the French creators of new designs.

* * *

A very elegant model, by Raudnitz & Co., is an evening gown of silk gauze in the grey tint that can only be described as chinchilla. This has silk pin spots in the same shade, on a rose-pink ground. The corsage of the same soft fabric is spangled with grey shot paillettes and beads, and has a most artistic trimming of white lace applications that are contrasted with narrow bands of mink. A black mousseline de soie is encrusted all over with white "filet" lace which also entirely covers the train. On this large motifs in jet beads and black spangles are applied here and there at wide intervals. There is a high-draped corselet waistband of black satin, and over this falls a long stole-shaped ornament of jet-embroidered muslin that widens out as it reaches the lower part of the skirt front. The bebe sleeves are short frills of black above frills of pink muslin, and a very large rose formed of pink muslin ornaments the left side of the corsage.

* * *

Paris millinery models are very flat in effect, but extremely smart in their more recent developments for the needs of the Winter season. Plush is one of the chief notes in the millinery materials, and it has many uses. For covering the stylish round turbans it is in immense demand. In almond or emerald green it looks particularly well when contrasted with black in the form of lace, jet or feather. Wide plush ribbons are used as screens around large hats or flat toques, to end with loose flying ends on the back.

NERLICH & CO.

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Fancy Goods.

NOVELTIES FOR CHRISTMAS TRADE.



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(Opposite the Union Station.)

Back trimming is one of the most popular ideas in the Winter millinery styles, and all kinds of materials are employed for the purpose. Sometimes the long-haired plush used for the draped crown is so cut that it provides an end or flap for the back trimming. Handsome embroidered scarves, such as the one illustrated, are draped around the model and knotted over the back with two ends.

Hats formed of white cream or fawn suede cut into narrow strips and then pleated row after row upon a flat shape are very new. One model in this style is a flat toque of suede



One of the new Hat Scarves, jet and chenille on net with tassel fringes.

pleats mounted upon a full brim of white plisse taffetas. It is lifted up on the left side with a bow of black velvet ribbon. A large hat of white Irish crochet, stretched upon a wire frame and having lace tappets to match, has a border around the brim of sable tails, and these also droop over the back upon the lace tappets.

A large bolero in black plush has a pompom of short black ostrich tips upon the left side, and at the back, broad black velvet ribbon ends depend in the old four-in-hand fashion, but with the addition of a flat bow to join them midway.

Black jet cabachons and big jet buckles are stylish items that have to be considered in the season's millinery. In ready-to-wear hats, frieze and other rough effects continue to rule. Amazons in plain styles, and turban and flat toques in more dressy effects lead. White flecked or spotted with black is much liked in beaver or long-haired felts. Ribbons (wide widths) are more in evidence in the present season's styles than they have been for some years. Plain goods rule, either in plush or silk ribbons, but a certain amount of shot effects are wanted.

* * *

Hat manufacturers, who formerly confined their attention solely to women's hats, now show much interest in expanding their manufacture of men's headwear. The patterns in men's hats for next season are already out in the forward houses. Amongst them, Walter Webb & Co., of London and Luton, who make a splendid show of their "Premier" hats in fine folders and blocked shapes. Some of the best quality pedals are so fine and so well finished that they can be folded with nearly as much ease as the best class Panamas.

* * *

There are many points of interest in the fancy departments just now, but space forbids a detailed note until next month. E. & H. Tidswell's Autumn list, just out, illustrates a number of novelties, amongst them the new shaped belts that have smart additions by the way of double tabs at the back. They also illustrate the ever-verdant "Viyella" shirt at its best and newest.

A. MEEHAN.

BACK FROM THE OLD COUNTRY.

S. Greenshields, Son & Co.'s new buyer for their wash goods department, W. A. Cook, has just returned from the English and continental markets. Mr. Cook, while there, secured a very large assortment of the newest and most up-to-date goods, in muslins, piques, prints, sateens, etc.

WALKING SUITS.

This most desirable article of dress has become more popular every season, and for the coming Fall season and Winter will be the correct dress for the street. It is the most comfortable and useful part of a lady's wardrobe, and all costume departments should make a specialty of these this season.

Among the many styles shown, the pleated Norfolk and pleated skirt to match is in largest demand, next in order is the yoked jacket with skirt made with yoke to match slotted seams.

Boulter & Stewart, manufacturers of the "Crown" brand garments, are showing a swell assortment of these goods, and their travellers are now on the road.

These goods can also be seen at factory sample-room, 13 Front street west, Toronto.

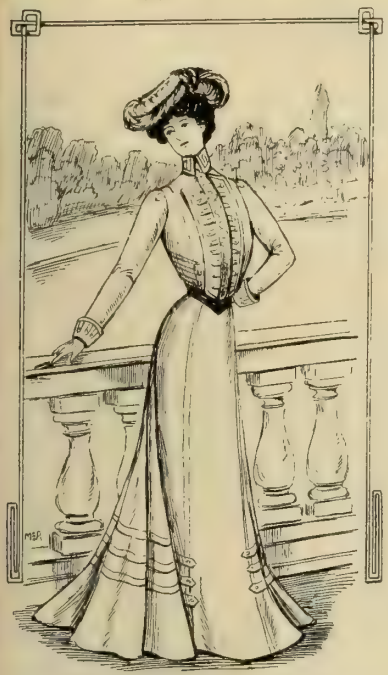
THE ANGORA GOAT.

The product of the Angora goat is not quite wool nor yet hair, but is used as wool for the manufacture of a lustrous material for women's dress, known as mohair. The product of this special goat is of a fine texture and lustrous appearance, which suits for several purposes; its skin makes an excellent fine leather which is used for making women's footwear. As the demand for Angora products is just now unusually active and seems likely to remain so, this animal attracts considerable attention, and is also attractive for its beauty Another value of the Angora is its eager appetite for coarse woody matter, as the young sprouts which insist on growing in newly-cleared lands and neglected fields and fence rows. The goat is naturally a browsing animal, as the deer is, and hence is quite servicable to many farmers who are troubled by undergrowth.

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Smallwares

Wyld-Darling Co.'s Smallwares Department.

IN hosiery, the Wyld-Darling Co. are showing two very special lines of ribbed worsted hose in boys' school wear, in all sizes, to retail from 20 to 50c. per pair; also, a number of "Jumbo" extra heavy wool ribbed hose to sell at 25c. per pair. In cashmere hosiery, their well-known Nos. 35, 37 and 77, ribbed, extra knees, in complete stock sizes, are now on hand for the assorting trade.

In gloves, they are offering excellent value in plain or fleece cashmere.

A large variety of ladies' and children's black, white and fancy colored ringwood gloves are shown, to be retailed at popular prices.

In knitted wool goods, their stock is now complete in toques, clouds, fascinators, infantees, bootees and wool mitts.

In ribbons, they have had a large sale in a liberty satin ribbon, 4 in. wide, which may be retailed at 25c. This, which may be purchased in black, white, sky, turquoise, old rose and cardinal, makes a desirable neck dressing.

The above colors are also shown in a line of moire silk ribbon No. W50-60. In black velvet ribbons, plain or satin back, they now have all widths in stock.

A new shape in ladies' collars, which may be described as a low stand-up turn-down, is shown.

In collarettes or collar tops, there are shown 36 different designs, to retail at from 10 to 20c. each. These are put up in six patterns to the dozen.

A new line of golf waists, coats and vests for ladies' wear are exhibited in black, navy, white and cardinal. These, which made a very useful Winter garment, retail at $1.75 each.

Complete Stock of Silk Handkerchiefs.

K. Ishikawa & Co. have a complete stock of silk handkerchiefs and art embroidery goods for the Christmas trade. The silk handkerchief business has been very good this year, and their assortment has already been broken, so they advise up-to-date buyers to place their orders at an early date. They are showing a good range of black silk square mufflers, of which they are selling a large quantity. They also have nice lines of fancy square mufflers and made-up mufflers.

The raw silk market has been very strong for the past few weeks; the silk market consequently has been active. The price of Habutai in Yokohama is higher now than it has been since the first of the year. The raw silk crop of the various countries has not been of the best, so that the strong prices will keep up for some time to come.

Enlarging Their Ribbon Department.

S. Greenshields, Son & Co. are making arrangements to greatly increase their ribbon department, which, from now on, will be made a prominent feature of their stock. Many new lines and attractive novelties are already being added, and a number of specials are offered which certainly cannot be excelled. The trade can be sure of obtaining ribbons in very great variety and at right prices. It will be a mistake not to see these goods before buying as the goods will be found of extra value. Among the specials are some lines of fancy neck ribbons in plain and soft-make taffetas and fancies, which are being much admired.

The Brock Co., Montreal.

The W. R. Brock Co., Montreal, have a large assortment of duchesse and plain ribbons in all shades, which are in the greatest demand.

The W. R. Brock Co., Montreal, are well stocked with lambswool and swansdown trimmings, also appliques in black and white.

The W. R. Brock Co., Montreal, report having a full assortment of knitted woollens and can fill all immediate orders. They also have a new line of ladies' lace collars, which are excellent value.

The W. R. Brock Co., Montreal, report that their range of wool socks and vests (ladies'), is now complete. Ask to see their "Triumph" hose.

Handkerchiefs for Fall.

S. Greenshields, Son & Co. are doing an immense trade in handkerchiefs. This is understood to be the largest stock in Canada, and comprises plain and hemstitched lawn and linen handkerchiefs, lace edges, Swiss embroidered, hemstitch embroidered, Japanese plain and initialed silk; in fact, everything that could be desired by the trade. Prices range from 15c. per doz. up to $15 per doz.

Novelties in Handkerchiefs.

The Wyld-Darling Co. show in their linen department a magnificent range of exclusive novelties in fancy Christmas handkerchiefs, Irish lace, Swiss embroidery, the latter both in linen and cotton. In brocaded silk handkerchiefs they have a fine assortment of colors and cream to sell at 25c. up.

In Japanese plain handkerchiefs, they are showing a complete range of initials, plain and hemstitched goods, to retail from 25c. up. "Excelda" handkerchiefs, in plain, hemstitched and fancy colored borders are on hand. The stock of plain staple lines is also complete.

In connection with fancy linens, they are showing the newest and most tasty effects of German, Irish and Swiss markets in sideboard scarves, pillow shams, five-o'clock tea-covers, carving cloths, centrepieces, doyleys, etc.

Handkerchiefs for Christmas Trade.

For Christmas trade, W. R. Brock Co., Toronto, have imported a large and attractive range of handkerchiefs, Swiss embroidered, lace trimmed, hemstitched, tucked, picture, motto and staple lines, at popular, good value prices; also, silk brocade, hemstitched and initial, direct from Yokohama, Japan. Call and inspect stock or see their travellers' samples.

Plain and Ribbed Underwear.

S. Greenshields, Son & Co.'s range of ladies' and children's plain and ribbed underwear is claimed to be ahead of all others on the market. The sales, up to the present, exceed by a good deal anything done in previous seasons. A glance at the samples will reveal some wonderful values in leading prices See them before buying.

Ribbons Galore.

W. R. Brock & Co., Toronto, are showing excellent value in tafetta and satin duchesse ribbons for neckwear purposes; also, faille, cord-edge velvet and moire ribbons galore. Satin and cotton-back velvet ribbons, in all widths, have just been passed into stock again. The demand for these goods still continues. Their "Marconi" cord-edge and "Josephine" faille ribbons, in Nos. 5, 9 and 16, are not to be beaten for value.

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Fancy Woollens.

S. Greenshields, Son & Co. have now on hand an entire stock of fancy woollens, comprising bootees, infantees, hoods, caps, toques, sashes, mitts, etc., and report business exceedingly brisk in all lines. Already some of the special numbers have been sold, but the range is still complete and the trade will find some great values at popular prices.



W. R. Brock Co "Darling Waterproof

Notes of the Smallware Trade.

S. Greenshields, Son & Co. report having done the largest trade in the history of the house in Fall cashmere and woollen hosiery. The splendid values shown are the cause of this. No retailer should fail to see this range.

In Shetland floss, which at present is very scarce, there is a full range in colors, black and white, in stock with John Macdonald & Co.

The stock in the wool and fleece line of underwear carried by John Macdonald & Co. is fully assorted and ready for the sorting-up trade.

The W. R. Brock & Co.'s four-fold hairpin cabinets, which they are selling at fully 33⅓ per cent. below regular value, although new and up to date, are well worthy the attention of the trade.

"Coronation" brand of Shetland floss leads the trade; price and quality always do. White, cream, black and all desirable colors are in stock with W. R. Brock Co., Toronto.

A new article in the smallware and supply department of the W. R. Brock Co. is "Vibone" for making collar forms. It is claimed to be much cheaper than any other collar bone on the market.

Staple Department.

IN interviewing the buyers of the different wholesale houses in Toronto, it was found that the prices both of cottons and woollens were continuing firm, while there was every reason to believe that there would be an advance in the price of cotton. Some of the larger dealers in raw cotton even predict that prices will be higher at the end of the approaching Spring season than they have ever been since the American War. This, perhaps, may be an exaggeration, but notwithstanding, everything points to a prevalence of higher prices. Merchants who have money to spare are looking ahead and placing orders for their requirements a considerable time in advance.

Woollen goods in many lines are quite scarce, and this scarcity is no doubt principally due to the delays in delivery by the mills. Some lines are so short that orders placed last March have not yet been delivered. So far as the manufacturing interests of Canada are concerned, prospects are very roseate indeed.

* * *

Wyld Darling Co.'s Staple Department.

In the staple department The Wyld-Darling Co. are showing a well-assorted stock in staples and fancy wrapperettes, of which repeats were at hand in the last week of September. Ranges comprise lines to be sold from 6 to 25c.

They are also showing their own special line of apron ginghams, of which several repeats were already in in September and the beginning of this month. These are being offered now, in 6-in. and 40-in., at a special cut price.

Attention is also called to their new silkette linings, which are among the best to be seen in any market, domestic or foreign. Large shipments of these are now in and many orders are being filled.

In horse blankets, there is on hand a comprehensive range of jute-lined and unlined, and heavy Dutch kerseys and wools.

* * *

Pillows and Bags.

Very nice English linen pillow cloth is being shown by The W. R. Brock Co., Limited, Toronto. It comes in four widths and is of remarkably good value.

The Brock Co. feel very proud of their record sale of cotton bags this year. So heavy has been the demand on them that they have experienced trouble in securing sufficient quantities to supply the demand. Of course, they attribute the phenomenal sale to the heavy crops that have been harvested this season.

Specialties in Staples.

In the staple and linen department John Macdonald & Co. have on hand 10 numbers of fancy wrapperettes, all new, with a large assortment of patterns and colors.

Buyers are invited to inspect the linens, especially French canvasses, of which a large stock is on hand. In wool blankets there is a clearing sale at less than regular prices.

Notwithstanding the raise in the cotton market John Macdonald & Co. have on hand a few hundred bales of grey cotton to be sold at old prices. Two new lines of English Saxony flannelettes to retail at 10 and 12½c. are being shown. A large range of Scotch crashes are showing at the old prices in spite of the stiffening in flax.

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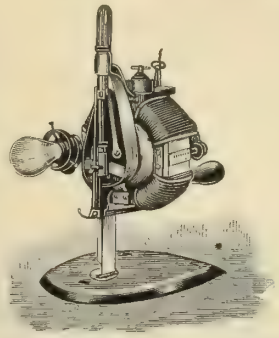
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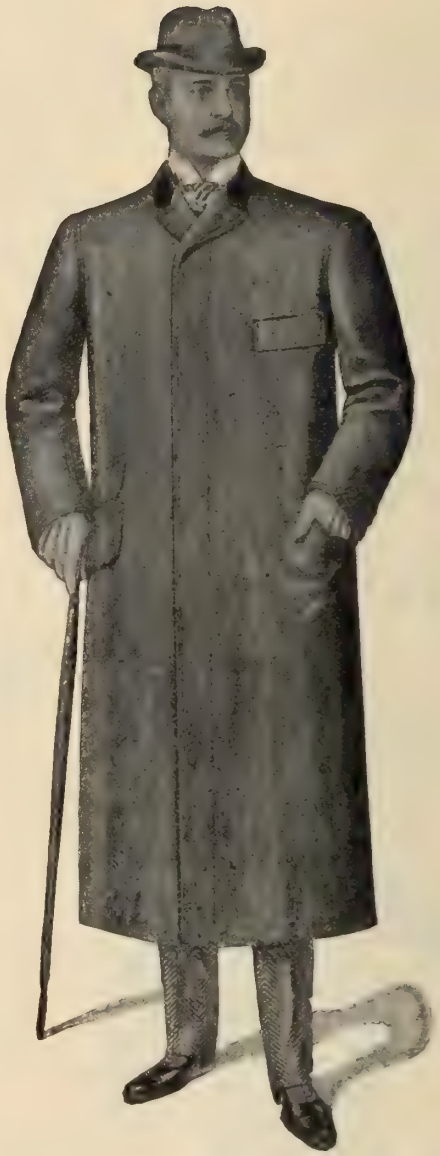
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MONTREAL AND TORONTO, OCTOBER, 1902.

A DEFICIENT CIRCULATION.

HOW necessary a good currency system is in order that the commercial machinery of a nation may run smoothly is being just now illustrated in the United States.

The currency system in that country is not good. It might have been so at one time, but that time is long since past. But whatever it was, it has clearly outgrown the requirements of the country.

One of the chief defects of the currency system is inelasticity. As a consequence, every Autumn, when extra demands for money are being made to move the grain crops, financial men and the officials of the Government Treasury are driven to their wits end to devise ways and means of tiding over the difficulty. And with each year the difficulty of successfully doing this increases rather than decreases. The trouble is that only makeshifts have been devised. Congress has apparently not yet possessed either the ability or the courage to create a remedy.

During the last month Secretary Shaw, of the Treasury Department at Washington, has taken some heroic steps to provide temporary relief. On August 28 he disclosed his plan for the banks to increase their circulation by the deposit of borrowed bonds, and it was then intimated that no measure of relief from the Treasury was to be expected. On September 1 he offered to prepay October interest and to make deposits against such "free" bonds as banks happened to hold, which it was estimated would release $8,000,000. On September 25 he offered to prepay interest to the end of the fiscal year, on the 26th to buy bonds, and on the 29th to relieve depositaries from the obligation to keep reserves against the Government deposits and to accept other than Government bonds as security for deposits. In accepting other than Government bonds as security the Secretary has scattered all precedents to the winds, and its effect will be watched with a great deal of of interest.

In Canada the circulation per head of population is smaller than it is in the United States. But no matter how heavy the demands made upon it are, it has never been found wanting. The secret of this is its elasticity, which is the particular quality lacking in the currency system of the United States.

For some years many of the leading financial authorities in the United States have been urging the adoption of the Canadian system. But quick as the United States is to act in ordinary business matters, it is deplorably slow when it comes to passing legislation demanded by the commercial necessities of the country.

* * *

The harder a man works, the easier is it for him to succeed.

* * *

SPECULATION AND ITS DANGERS.

ON account of the funds that are demanded for the movement of the crops in Canada and the United States, the money market has become much firmer during the past month. The effect this has had upon the speculative markets is the most striking feature of the situation, the hardness of money having greatly moderated the bull movement.

This is not an unmixed evil. For some months the speculative fever in stocks has been rampant, and business men and their clerks have been as much affected by it as anyone. Many who were hitherto satisfied to make money by ordinary business methods now look askance at them. Years of labor are altogether too tedious for fortune-making. It must be accomplished by days, or at least weeks, of speculation. Many have made their fortunes during the past few months. And not a few have lost them within the last couple of weeks.

Periods of exciting speculation always produce their periods of reaction. In fact, they have within themselves the seeds of their own dissolution.

Speculation as ordinarily practised is always a dangerous thing. Many a good man has gone wrong and wrecked his own future, to say nothing of the friends he has disgraced by indulgence in it.

At the very moment in Toronto a trusted Government official, and one who has hitherto been highly respected, not only on account of his own qualities, but because of the excellent family with which he is connected, is under suspension because of alleged misappropriation of large sums of public money. How much only months of audit can determine. Rumor says it is $40,000. To speculation is attributed his unfortunate position.

And not only Government officials, but Ministers of the Crown have been and are plunging deeply into the speculative market. One Minister, we are informed, has over $700,000 invested at the moment

Wealth is a good thing. Without it the natural industries of the country would lie to a great extent undeveloped and business enterprises would lack their chief motive power. But essaying to get wealth suddenly via the speculative market is about as dangerous as undertaking to suddenly generate steam in a boiler that is unfitted for the process.

THE DEMAND FOR THOROUGHNESS.

A GREAT deal of attention is being given on both sides of the Atlantic to that particular part of the address dealing with education which Professor Dewar recently delivered before the British Association at Belfast. Although his remarks were for the direct consideration of the British public, indirectly they have an application to every commercial country. Hence the general interest they have excited.

Speaking of the unsatisfactory industrial conditions as they exist in Great Britain to-day, he said that the root of the mischief was not in the patent laws or in any legislation whatever. "It is," he continued, "in the want of education among our so-called educated classes, and secondarily among the workmen on whom these depend.* * * Let no one imagine for a moment that this deficiency can be remedied by any amount of that technical training which is now the fashionable nostrum. It is an excellent thing, no doubt, but it must rest upon a foundation of general training. Mental habits are formed for good or evil long before men go to the technical schools. We have to begin at the beginning; we have to train the population from the first to think correctly and logically, to deal at first hand with facts, and to evolve, each one for himself, the solution of a problem put before him, instead of learning by rote the solution given by somebody else."

It is to-day quite fashionable in Canada, as elsewhere, to read lectures to the Mother Country in regard to her educational and industrial methods. But we are by no means perfect in those respects. Consequently, the pointed remarks of Professor Dewar have an application to us as well as to Great Britain.

The "root of the mischief" in Canada is that we, too, do not always get to the root of the matter. "Of a truth it is the duty of all men," wrote Carlyle, "to note with accuracy the characteristic circumstances of their education, what furthered, what hindered, what in any way modified it."

In no epoch in the history of Canada has the outlook for the general prosperity of the country been as bright as it is to-day. It is apparent in whatever industrial direction we look, and particularly in regard to agriculture, manufacturing and mining. But the very fact that this is so makes it more imperative that Canadians should fit and prepare themselves for the higher demands that shall be made upon their skill.

The more the great natural resources of this country develop the greater attention will we necessarily have to give to the export trade. And the more we go into this export trade the more necessary will it be for us to be fitted to meet the competition of those countries that have much wider experience than we have.

Probably no people in the world are possessed of a greater degree of intelligence than Canadians. But intelligence is not thoroughness. It is a medium through which thoroughness can be attained.

We want the Thorough Man in the factory, the Thorough Man in the wholesale warehouse, the Thorough Man in the retail store, the Thorough Man on the farm.

Thoroughness is not the gift of genius; it is the reward of those who diligently seek to get to the bottom of a thing; to know the "ins" and "outs" of a thing. In other words, thoroughness is being master of your vocation. The training begins with the boy at school. And it is most necessary that the instruction he receives there should be as practical as possible. "The root of the mischief" in Canada is that our educational system is not sufficiently practical. It has variety enough, goodness only knows. In fact, it is overburdened with variety and smothered with rules and regulations which make the teachers machines with little or no latitude for the exercise of their own judgment.

Professor Dewar's address comes at a time particularly opportune for Canada as well as for Great Britain, and we shall be unwise if we refuse to apply it to our own case or to fail to profit by it.

* * *

If you cannot get all the business you want, take all you can get.

* * *

BRITISH THREAD TRUST SUITS.

FOLLOWING on the recent publication of the statement for the year ending March 31, 1902, of The English Sewing Cotton Co., comes the rumor that writs have been issued against all the vendor directors of the Trust on behalf of certain shareholders, who demand an investigation of the present financial standing of the company. The loss for the year, as indicated by the statement, is in the neighborhood of £115,000. The half-year's dividend, due on April 1, remains as yet unpaid. Explanation of the state of affairs is sought in the high cost of cotton and yarn, reduction in price of sewing cotton in Britain, losses in the trade with certain foreign countries, and the fact that The American Thread Co. (controlled by the Trust). had not paid any dividend. Towards the close of the year, however, all these influences were somewhat modified, and economies in management had been adopted.

At the time of the annual meeting, the general dissatisfaction of the shareholders found vent in the appointment of a special committee, which was empowered to select a new board of directors. The committee with a representative of J. & P. Coats, Limited, as chairman met. The representative explained that his firm would give the necessary financial assistance and professional advice, provided the new board was constituted in accordance with the recommendation of the committee, and the directors would continue to serve on it after examining the affairs of the company. This course was pursued and a new board was appointed. The further step of attacking the former board is now being made, in the hope that some disclosures of serious mismanagement may come to light.

The American Thread Co. has not as yet issued its annual report. It would appear, however, from the figures published in connection with the English company that, during the past year, the American company failed even to earn its preferred dividend. Its profits have, in fact, decreased by over $550.-000 in the past three years.

* * *

Push for business if you would procure prosperity.

* * *

The duller the times, the wider awake is it necessary for the merchant to be.

FEATURES OF THE MARKETS

Fifth Series of London Wool Sales.

BEGINNING on October 6, the fifth series of the 1902 wool auction sales on the London market closed on October 6. Competition throughout was spirited and prices were firm, as the following despatches clearly demonstrate. New Zealand wool bulked largest, there being 96,787 bales on the market at the opening of the sales. Cape of Good Hope and Natal followed with 49,992 bales. Then came New South Wales with 31,997 bales and Victoria 26,580 bales. Altogether 192,000 bales were available, as considerable of the wool was directed to spinners.

London, September 16.—The fifth series of the 1902 wool auction sales opened to-day with a good attendance of buyers present. Competition was spirited. The offerings numbered 11,728 bales, mainly crossbreds, which will constitute of bulk of the offierings during the series. Merinos were in small supply. A selection of West-Australian new clip was in spirited demand. A moderate selection of Cape of Good Hope and Natal sold well. The home trade bought freely. German demand was moderate and France bought good medium lines. America was an occasional purchaser, taking a few greasy combing parcels at full rates.

London, September 17.—The wool sales were continued to-day with a good attendance present. A fair selection was offered, chiefly New South Wales and New Zealand. There was a good home and continental demand at firm rates.

London, September 18.—The offerings at the wool auction sales to-day numbered 10,263 bales, chiefly low, medium sorts. Fine grades were in good request. The home trade continued to purchase crossbreds freely. Scoureds and merinos were in good demand for Germany. Withdrawals were frequent, holders remaining firm. America took a few parcels of suitable merinos and fine crossbreds. Cape of Good Hope and Natal sold well to the continent.

London, September 19.—The offerings at the wool auction sales to-day numbered 12,768 bales. Competition was spirited at generally firm prices. Fine grades showed a slightly harder tendency. Crossbreds were in good supply. Scoured stock sold well to France and Germany. Slipes were in steady demand. America bought a few merinos and a quantity of fine and medium crossbreds at 7½ to 10 per cent. advance over the July average. The total withdrawals to date amount to 4,500 bales.

London, September 20.—At the wool auction sales to-day a moderate supply was offered, the bulk of which were crossbreds. Competition was spirited, and there was a good general demand for half-bred slipes. New Zealand first crossbred scoured sold well at full rates.

London, September 21.—The offerings at the wool auction sales yesterday numbered 11,382 bales. Large supplies of New Zealand sold freely at firm prices. Bidding for medium lustrous greasy was animated owing to moderate American demand. Home buyers purchase freely. The Continent continued to take large lines of fine medium stock at full rates. Merinos were offered more freely. They were in good demand and withdrawals were fewer. Several lots recently bought in by holders have been sold privately. This week 63,300 bales will be offered.

London, September 22.—The wool auction sales had a large attendance to-day. The offerings showed a fair selection of wool, and met with keen competion at firm rates. Punta Arenas were in good demand at 10 per cent. advance.

London, September 24.—The offerings at the wool auction sales to-day numbered 13,247 bales. Medium crossbreds were very firm owing to Continental demand. America purchased crossbreds moderately. Cape of Good Hope and Natal stock was in good demand. The withdrawals to date amount to 8,300.

London, September 25.—The offerings at the wool auction sales to-day numbered 14,135 bales. American buyers took suitable parcels of crossbreds. Coarse sorts sold well at from 5 to 7½ per cent. above the July series. Secoureds were in active demand for France and Germany. Withdrawals were frequent.

London, September 26.—The offerings at the wool auction sales to day numbered 14,951 bales. Medium to fine crossbreds were in active demand and sold 15 per cent. above the July sales. Cape of Good Hope and Natal stocks were firm, with the exception of short greasies, which sold in buyers' favor. Following are the sales in detail:

London, September 27.—There was a full attendance at the wool auction sales to-day. A good selection was offered Competition was active and all grades were in good demand. Holders asked higher prices and some New South Wales stock scoured combing was withdrawn. West Australian new-clip sold well at full rates.

London, September 29.—The offerings at the wool auction sales to-day numbered 9,875 bales. Competition between home and Continental buyers was spirited and prices were firm. Some superior lots were taken by American buyers.

London, September 30.—The offerings at the wool auction sales to-day numbered 11,854 bales, mostly New Zealand stock. A moderate quantity of good medium crossbreds was taken for America at 15 per cent. advance and also some greasy merinos at an increase of 10 per cent. over July prices. Lambs wool was firm and slipes were steady. The withdrawals to date number 12,700 bales.

London, October 1.—The offerings at the wool auction sales to-day numbered 12,714 bales. Demand was brisk from home and Continental buyers and some suitable parcels were taken for America. Prices were firm and unchanged.

London, October 2.—The fifth series of the 1902 wool auction sales closed to-day. Small catalogues were offered. Competition was spirited and prices were firm.

Outlook for Fall Trade.

The Fall trade in the dry goods line this year promises to be one of the most successful Canada has seen. Owing to the advance in the cotton and wool markets, all textile goods, especially the finer grades of cotton and woollen goods, will be correspondingly higher-priced. The Exhibition trade in Toronto has been reported as particularly satisfactory and placing orders for Fall trade are better than usual. The increase in the sales of the women's ready-to-wear blouses, etc., is now a prominent feature in the dry goods line, and, of course, is displacing to some extent the sale of the yard goods. The assorting trade has opened up this year very successfully. In colors, brown will likely be in good demand as the season advances. Cashmere wool will, undoubtedly, be higher priced as the season advances.

A NEW SILK FIRM.

Letters pattent have been issued incorporating Jas. C. McGowan, jr., of Pittsfield; J. D. Kuppenheimer, of New York, and S. Abrahams, Leon Garneau, Henry Wenifield, of Montreal, to take over for the sum of $10,000 the business of The Oriental Silk Co., of Pittsfield, and continue the same throughout the Dominion of Canada and elsewhere, with a total capital stock of $20,000.

CARPETS, CURTAINS AND WALL PAPERS

The Carpet Situation.

FOR some reason or other—probably the prevalence of good times,—the carpet business has taken a very decided leap forward this Fall. Householders evidently find this season an excellent one for exchanging their old and worn carpets for something bright and new. There is also in the industrial centres a considerable thickening of population, which has led to a largely increased demand for all kinds of household furniture, carpets among other things. During the two weeks of the Exhibition in Toronto, the sale of carpets by the wholesale houses was reported as being exceptionally good and since then the travellers' orders have been coming in briskly and in large quantity. The heads of the carpet departments are all very optimistic in speaking of the possibilities of the future and one and all have faith in the prospect of a brisk Fall trade.

Out With Spring Samples.

The travellers for the carpet department of S. Greenshields, Son & Co. are now on the road with Spring samples of carpets, curtains, cretons, etc. An exceptionally fine range of carpets and curtains is shown for Spring 1903, and buyers should not fail to see the samples before ordering elsewhere. A complete range of housefurnishings will be found. In Fall and Winter goods for immediate requirements there is a large stock to choose from, and sorting orders will be filled at once.

Heavy Carpet Sale.

"Our sales of carpets have been greater than ever before and we are having an exceptionally good season." These were the words used in describing the present state of affairs in the carpet department of the W. R. Brock Company, Limited, Toronto. All the firm's new samples are now in and there is a very extensive range of goods lining the walls of the long carpet room. These include tapestries and Brussels in all grades, and there are also wools, unions, hemps and linoleums. The travellers are all out on the road with heavy lines of samples and doing an immense business.

Judging from the W. R. Brock Co.'s samples of carpets in Montreal for the Spring trade, we would say that their stock will be most complete in every particular in this department.

A Range of Wilton Velvet Carpets.

John Macdonald & Co. carry a complete stock of carpets and tapestries, well assorted, and are fully prepared to supply Fall trade. They are showing a strong range of Wilton velvet carpet, of which make they are the sole agents in Canada.

In lace curtains they have also an especially strong range, while in union, wool, tapestry velvets, Axminster squares for rooms, assorted sizes, their stock is complete. They are still showing a special line of 8-4 tapestry covers to retail at $1. Of these they have a clearing lot in immense quantities.

A 25c. LINE OF LADIES' GLOVES.

Ladies' Ringwood gloves are being shown in large variety at Brock's, Toronto, to retail at the popular price of 25c. per pair. Twelve lines of fancies command the attention of all buyers ; also special values in black, white, reds, etc.

WOOL GOODS FOR OCTOBER AND NOVEMBER.

October and November are the months for wool goods of all kinds, and this year the demand will be greater on account of the price and scarceness of coal. Underwear and wool clothing will be required to keep the people warm. The stock of underwear for men, women and children at Brock's, Toronto, is what the people demand. Their assortment of knitted, honeycomb, and umbrella shawls ; wool squares, fascinators, bootees, infantees, hoods, caps and toques is immense.

LADIES' AND MISSES' UNDERWEAR.

Ladies' and misses' underwear is a large trade with The W. R. Brock Co., Limited, Toronto, who can supply goods as cheap and as good value as the mills who sell direct to the retailer. This is on account of their capacity to purchase immense quantities, being able to pick out the best value and selling lines from every mill in the world. Their cost of selling is much lower than firms who only have one line of goods to offer. In ribbed vests and drawers this season they have eclipsed all previous seasons. You must see their lines of natural grey, white or ombre vests and drawers to retail at 25 and 50c. if you want to be in the front rank of the underwear trade. Their better lines for 75c. and $1 are also equally good value.

MISCELLANEOUS TRADE NEWS.

On September 5, Miss Louisa L. Moor, of Rat Portage, became the bride of Alfred E. Davy, manager of Donald Fraser & Co., wholesale clothiers, Winnipeg, Man.

Augustus Grant Malcolm, secretary-treasurer of the Gordon, Mackay Co., Toronto, was joined in wedlock this month to Miss May Isabelle Scott, also of Toronto.

Mellville R. Robertson, of the Montmorency Cotton Co.'s office staff, was married last month to Miss Mary S. Muir, of Quebec.

Joshua Collins, F. S. Mackay, Auguste L. Rinfret, F. X. Turgeon and M. Loranger, all of Montreal, have been incorporated to manufacture bags of jute, cotton, etc., under the name of The Standard Bag Co., with a total capital stock of $10,000.

Edward Ackroyd, Ottawa, who for some time conducted a corset factory in that city, died September 22 at his residence at Billings' Bridge.

Robert Price, of Manchester, Robertson & Allison's clothing department, St. John, N.B., was united in marriage on September 24 to Miss Gwendoline Gertrude Shewsbury, daughter of the late Rev. Mr. Shewsbury, of Carleton County. On the same date Arthur McInnis, of the same company, was married to Miss Lizzie Bradley, daughter of Captain Richard Bradley.

W. Eckert, of J. B. Hill & Co., dry goods store, St. Thomas, was married on September 24 to Miss Mabel Whalls.

T. C. Thompson, who died recently in Fernie, B.C., was a native of Toronto, where for many years he was engaged in the dry goods trade, first in the employ of John Macdonald & Co., and afterwards in partnership with his father on King street east. In Fernie, Mr. Thompson was resident secretary of the Crow's Nest Coal Co. He was but 33 years of age, and during his brief sojourn in Fernie had become very popular.

Recently John Dobbin, of Regina, completed the sale of his entire business, both dry goods and groceries to George Mickleborough, of St. Thomas, Ont.

F. F. Henderson is opening up business as dealer in boots and shoes and men's furnishings in Winchester, Ont.

GEO. H. HEES, SON & Co.

Lace Curtains

OUR Lace Curtain Sales have been increasing by leaps and bounds. The reason is, by ordering from the European factories immense quantities we are able to buy them at specially low prices.

Last year we placed orders for over one hundred thousand pairs and had to cable repeats over and over again.

Where the jobber who does not make a specialty of these staple quick-selling goods place orders for hundreds of pairs, we, by having twelve travellers on the road calling at every nook and corner of the Dominion, are able to place orders for thousands of pairs. It is well known that where looms are kept almost constantly running on a pattern the cost of production is greatly reduced, and that is the secret of our advantage in buying. Buying right and selling right enables us to handle such immense quantities of Lace Curtains that many dealers who formerly imported them direct now find it more profitable to buy from us. Another great advantage of buying of us is that when the retailer finds he has bought some unusually good sellers he can repeat his orders and get prompt deliveries out of our stock right here at home.

N.B.—We are placing orders for over **one hundred and fifty thousand** pairs of Lace Curtains for the Fall and Spring trade.

GEO. H. HEES, SON & Co.

71 BAY STREET, TORONTO

Dress Accessories.

THERE is no doubt that the prodigality and lavishness of trimming which have prevailed for the past season will continue over into the next, and all articles of feminine dress will be elaborately decorated. Braids, galoons, embroideries, tassels and pendant ornaments will all enjoy a share in the popular favor, and there is to be no diminution in the use of lace throughout the cold weather Irish laces are all the rage with Parisian dressmakers. Point de Venise and all laces that suggest raised embroidery and heavy appliques, that stand out from the groundwork, are most sought after.

The very newest color in laces is Parisian ecru. It is a little deeper than rich cream, but less yellow than butter, and has none of the brownish tinge that characterizes the true ecru. The designs for the present laces and embroideries are all taken from conventional fruit and flower forms. The prevailing forms are bands, detachable motifs, and what are known as one-sided effects. Chantilly, in both black and white, will be extensively used for flouncings where heavier laces are not admissible. Spangles, paillettes and beads are to be stronger than ever, and on net mousseline de soie with galoons to match show some lovely devices for evening wear.

In forms and designs embroideries show much the same ideas as laces. The colorings embrace both dainty French designs and rich Oriental blendings.

Matallase Oriental galoon is something new, and is expected to find high favor for trimming tailor-made gowns. It is a straight-edge band, solidly woven, but with the lightly raised brocaded effect of the material from which it takes its name, and in coloring that is Persian.

Brilliant pyroxyline is the technical name for a line of trimmings made of wood fibre, commonly called wood silk. These trimmings are very handsome and are more durable than the filmier materials.

Paris rings, which were introduced last Spring, are still fashionable. Medallions of moire, velvet, satin, and taffeta, outlined with tubular and flat braid and cord, come ready to apply to any fabric. White silk braid with chenille feather-stitching, is pretty and dainty. Many of the braids are in delicate shades, Oriental colorings and pompadour effects, as well as black and white, ecru and the new champagne color. Large braid rings of black and white plaid, strung at intervals on a broad flat braid, make a most effective trimming. Braid and cord ornaments, drop fringes and pendants are seen on all the imported garments. Most of them are very large and conspicuous, bearing heavy festoons of cords and brandenburgs, ornamental fringes and drop buttons.

For a number of seasons buttons have been at a discount, but early in the Spring they put in a timid appearance, and have been growing stronger ever since. They are used for trimming and fastening purposes, and some of the designs and shapes are of an excellence never before produced. Some of them are quite as handsome as a piece of jewelry, and are very expensive, but quantities, however, are very moderate in price, while most beautiful in design. Rhinestones are exquisite, and so are the enamels—some of them bear pompadour and "Dolly Varden" designs. Crystal buttons show no resemblance to glass, but are excellent imitations of hard-finished enamel, cut jet and steel, at about one-eighth of their cost.

Another prominent feature of the season is the large amount of ribbon used. Wholesalers in all parts of the country have nothing but favorable reports to make of the ribbon trade. Some of the local houses have already transacted about 100 per cent. more business than was recorded during a corresponding period last year, and duplicates are still coming in. Aside from a few novelties the call is for plain ribbons. There is considerable demand for two-toned effects, particularly in royal blue and bright green. One of the extreme novelties intended exclusively for millinery purposes is a line of fur ribbons. The edges are of bright satin weave, and the centre a woven nap of silk, simulating fur in a very clever manner.

Narrow ribbon bands effectively trim many of the Fall dresses. These run the entire length of the skirt, and also three or more rows around the bottom of the skirt, forming a checked effect. Then, too, large bows of ribbon are seen on the corsages of most of the swellest gowns, while the yokes, collars and sleeves of others are elaborately trimmed with ribbons.

Lace mitts are to be worn all Winter, but long gloves are in as great demand as ever.

Blues and greens in gloves for street wear have been shown, but have met with no great sale, the quieter neutral tints, with brown and white, being the best sellers.

Now, between seasons, ruffs and light boas show some new ideas. They no longer stand up around the throat in voluminous ruchings, but fall over the shoulders in a succession of frillings, from three to five in number, the top one headed by a narrow ruche, or some other garniture. The materials employed differ greatly. There is mousseline, point de esprit, tulle illusion, ornamented with chenille dots, or velvet pastilles. Surah and satin are also used, the latter trimmed with narrow velvet ribbon, and the first named edged with tiny ruchings of tulle. There is a great fancy for mingling black and white either in the material itself or in the trimming.

White boas continue to be the favorites. They are composed of the textiles already mentioned, the most handsome having a narrow ostrich trimming edging the ruches.

All boas and ruffs have very long ends, gathered tightly where the ruff itself ends, and below that gradually widening out. The ends are not necessarily of the same texture. We see silk boas with tulle ends and the reverse, and on both tremendously long chenille ends are seen.

Feather boas continue to be worn, but the newer ones are partaking of the flat effect seen on other ruffs. Brown and black ostrich boas have the eyes of peacock and the feathers of tropical birds peeping out at intervals.

In boots and shoes, the two styles again run side by side—the heavy boot and oxford—though not perhaps with quite such a mannish cut as formerly. Both are used for outing and street wear. Fancy shoes—the Colonial still being a leader—high heeled and pointed toed, though not so sharply pointed as those worn some time back, are all used for dressy wear.

EVENING DRESS GOODS.

The lace department of The W. R. Brock Co., Limited, has just passed into stock new goods suitable for evening dress purposes, including valenciennes lace and insertions, plauen laces and applique, together with new collars, nets and a variety of holiday goods.

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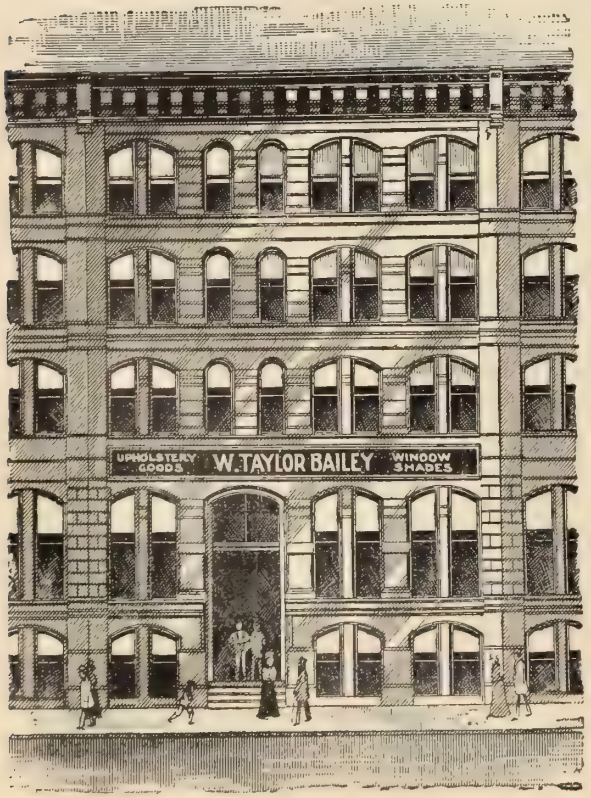
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If you have not placed your order with us yet, be influenced by above facts and

DO IT NOW

OCTOBER

Dress Goods Trade.

DURING the past month jobbers have been exceedingly busy making shipments to various points throughout the country. Plainly the members of the retail trade have not been discouraged by any failure in the Summer dress goods trade; they are ready and willing to face the Fall and Winter with light hearts and heavy stocks. There is certainly no serious reason why retailers should not look forward to the coming cold weather seasons as among the most promising. The great popularity of the light, flimsy dress materials which prevailed during the past Summer season, whether followed up by a corresponding amount of sales or not, will be again found, to a certain extent, in indoor styles for Fall and Winter, while those who will prefer the heavier cloth goods for dresses will find an agreeable change from one class of material to the other.

The beauty of the Fall and Winter styles, too, has seldom been excelled in the past; and no woman, however hard to please, but will be able to discover among the merchant's stock something exactly suited to her taste.

* * *

Wholesalers who have given the subject of plaids any attention this season report themselves as very well satisfied with their investments. They have had no trouble in disposing of the goods. Lately this class of goods has taken a turn for the better, both on the American market and here, and in the opinion of some importers a scarcity in plaids before the season closes is not at all unlikely. Canadian buyers went early into the New York markets for their goods, and were fortunate in securing a considerable quantity. But all houses are not handling them, and there certainly will not be any too much for the demand. Greens, blue and other dark effects have been moving out rapidly, accompanied now and then by some reds and other bright plaids.

* * *

Zibelines and camelhair effects are good, and the feeling for them is increasing. Rough finishes are preferred, as a rule, though the smooth surfaces are receiving a fair share of the demand. In addition to the solid colors, some designs in thin stripes on dark grounds are well thought of. The solid reds, with the white hairs, which were so well received last year, are again to the front in these goods and promise to take a prominent place.

* * *

Velvets, velveteens, Bedford cords, etc., continue to occupy a strong position. Fancies in velvets are well thought of, particularly for blouses, in which it is expected that they will, to some degree, have an effect on silks. The extent to which they can replace silks, however, must always be limited, as for Winter wear, when a jacket is to be worn over the blouse, the difficulty of putting on or taking off such over the velvet has always to be considered. The metallic prints have sold well though and many will be worn.

* * *

Fancy effects in various classes of dress materials, now, as always, have a place in the trade. It must be said, though, that this place, during the present season, is not of nearly as much importance as that of plain goods. This is due a good deal to the extent to which trimmings are used, the latter showing up much better against a plain ground.

* * *

In woollen stuffs prices will remain firm for some time to come as no fluctuations occur now in the market.

The Evolution of the Sleeve.

BY MISS MARY J. WALLS

Say not the sleeve is passing, in the sense of dying ; but rather in the sense of Emerson's Brahma—transcendental autocrat that Dame Fashion is: "They little know the subtle ways I keep, and pass and turn again!"

There are sleeves and sleeves—no sleeves and half-sleeves—but always with a suggestion that makes "the arm of power," not a barren figure of speech. The old saying that beauty unadorned is adorned the most is improved on by the subtle expression, "Beauty half concealed is doubly suggested"—which applies to ugliness with the charm of mystery as well. Indeed, it is the day of the glorification of the thin arm, when, if one have grace of carriage and movement, the thin arm may appear more beautiful than the plump arm, for its diaphanous garniture. A cloth sleeve may be cut off at the elbow and finished with six yards of chiffon only an artist could dispose of effectively, but when arranged none would guess the quantity any more than they could measure a mist of clouds.

Never were there such varieties of material to choose from. Half a dozen fabrics, not to mention jewels and ribbons and flowers, may enter into the construction of a sleeve, with no suggestion of weight or weariness, but only charm and entire fitness. The two sleeves may even vary in minor details.

Where a customer formerly had his limitations, he has now invitation to invent and display imagination and material—and the more genius the more individuality and interest. While richness is allowable, daintiness is the keynote of dress or sleeves this season, for the sleeve gives the character and distinction to the costume. A cool sleeve will make a dress seem cool. Watch the sleeve or the arm it suggests. The sleeve has always played an important part in the life of the Orientals, but it would seem that we of the Occident have only just awakened to a realizing sense of its possibilities.

* * *

Some Handsome Specials.

The dress goods department of The Gault Brothers Co., Limited, contains a number of special lines which should not be overlooked by the trade. An inquiry will reveal the fact that the values offered cannot easily be equalled in this country. In zibelines the range is most complete, serges, belcloth, satin and amazones being shown in large variety and at prices which will suit the trade. In skirts some extra good values can be obtained in their frizzee specials. Velvets, velveteens, silks and linens are shown in plain and fancy effects, the assortment being large, and one of the most beautiful on the Canadian market.

* * *

John Macdonald & Co.'s Dress Goods.

Opera flannels and twills in all the leading colors, together with scrolls, stripes and spots, are now on hand in immense varieties with John Macdonald & Co.; also, new up-to-date designs in waist fabrics.

In dress goods, repeats are being furnished in all the leading colors in hopsack; also zibeline in blue, red and green tints.

The range of plain cloths, satin amazons and boxcloths is complete in all the leading colors.

In velveteens, a special brand is now offered. All the leading shades are in stock. There is a complete range of prices in blacks.

In fancy wool, there is a large variety of hoods, clouds, shawls, Scotch tams, wool muffs, etc.

—MADE IN CANADA—

—Oil Cloths—

Be Patriotic, and at same time get best value, by purchasing Canadian-made Oil Cloths.

WE SHOW SELECT AND UP-TO-DATE PATTERNS in

Floor Oil Cloth—3 qualities—$^4/_4$ to $^{10}/_4$ wide.
Canvas and Painted Back Stair Cloth
Mats or Rugs—All sizes.

Table Oil Cloth.
Cotton and Duck Back
Enamelled Stair Cloth.

Enamelled Muslins, Drills and Ducks.
Decorative Burlaps.

The attention of dealers is called to the advantage of handling Canadian-made goods. It is worth money to get your orders and repeats filled promptly.

We have large producing facilities and give satisfactory deliveries.

The Dominion Oil Cloth Co., Limited, Montreal

NORTH BRITISH BOOT LACE CO.

Johnstone, Scotland.

Laces of all kinds.

PUT UP IN BEST STYLE.
BEST VALUE ALL ROUND.

THE TRADE SUPPLIED BY

FRANK & BRYCE, Limited

Toronto MONTREAL Quebec

Fall and Winter Dress Goods.

BY L. D.

The manufacturers' idea for Fall and Winter dress goods, seems to be to get away as far as possible from the styles in vogue for the past few seasons. In place of the smooth, glossy broadcloths, etc., we have the roughest of surfaces.

It has been cleverly said that if the woman of fashion is not careful she will look as shaggy as a buffalo or an Angora goat; indeed, one novelty hailing from Paris has received the name of "poiele-de-chevron" or goatskin.

While velvet costumes are the point of style, the great majority of gowns will be of wool.

Many astonishingly beautiful and artistic goods have been produced lately, both by home and foreign firms, in boucle, rough goods, friezes, serges, mixed zibelines, camelhairs. These goods will be used for street wear while velvet will be kept for more dressy occasions.

The boucle cloth represents, with its knotted and looped surface, an idea that always wins favor with the popular trade, for it is easily adaptable to the less expensive lines of goods.

It is impossible for a manufacturer to produce a satisfactory zibeline in cheap materials, but the boucle finish is effective, durable and satisfactory in every respect in the less costly grades. Besides plain colors in zibelines are goods in long-haired stripes on plain, rough grounds, black on blue, brown, old rose, green, red, grey, and in shaded ovals, rounds and splashes often in black and white. Many of the rough zibelines are shown with handsome woven borders in Persian and Oriental colorings and these designs are also woven in strips for banding costumes and the waists of soft woollen materials that will be so much worn this Fall.

Most stores have now a separate department for goods suitable for separate waists, such as cashmeres, henriettas, voiles, flannels in all the plain colors, and the same materials with a tamboured spot or small figure in silk. Bedford cords and mohairs, plain and figured, serges in white and cream, and hosts of other soft materials in fancy stripes, mostly on the Persian order. Fancy flannels in great variety are also used for waists.

Heather mixtures in friezes and rough cloths are in demand for walking suits, or shopping, and on ordinary occasions canvas cloths with an occasional long camelhair, come in all the leading colors.

The favorite color here seems to be blue in all dark shades, and the next in order comes brown, and grey, closely followed by green and red, and in some lines old rose. With these rough goods in many mixtures of colors the trimmings must be stronger in character. This is the reason so many braids, buttons and different forms of crochet and woven woollen and silk trimmings are in such great request. Fashion is built upon fitness. One point neccesitates another.

Rough woollen goods mean not only braid and buttons, but eventually a great deal of velvet in order to produce rich color contrasts on the rough fabrics. The blue and green fad has been largely instrumental in bringing royal blue and green individually before the public and these colors are very important just now.

Brown is still a leader, but many of the houses are bringing forward rich dark reds and wines. These shades will be combined with oxford grey, brown and black for dressy toilettes, as such colors are always desirable and attractive in the Fall.

There is an attempt to push plaids in the smaller patterns, principally in blue and green and in some of the quieter tartans, but they are rather somewhat uncertain goods.

By velvet for gowns is meant a velveteen or cotton velvet which the French call velour de Angalais. It is a material that has won favor with the Parisian dressmakers, as it is softer and drapes better than the stiffer and more expensive silk velvets. Many of these velvets are metal printed, but plain velveteens, hollow cords, warp prints and whipcords command great attention.

It is confidently predicted that this will be a great velvet season Many artistic plaids, cords, hairline stripes and embroidered and printed forms present themselves, and will be greatly used for trimmings as well as whole costumes; in fact, the majority of the wool gowns will have a touch of velvet somewhere.

* * *

Ornamented Fish-skin Dresses.

At an exhibit of the North Pacific Expedition, on view in the Anthropological Hall of the American Museum of Natural History, New York, are a number of fish-skin dresses elaborately ornamented. These were collected from a tribe of skilled artists in the Amur regions of East Siberia by Dr. Berthold Laufer. These people are very illiterate and live in a primitive state, but they are masters of decorative art.

The "Gold" is the name of this tribe and among the several specimens of their household and wearing apparel are fish-skin dresses, the work of the women of this tribe. The subjects of their designs are principally drawn from the rock and the fish. Women are the exclusive wearers of these fish-skin garments which are highly ornamented with cut-out pieces of fish-skin, usually blue in color.

A detailed study of the marvellous ornamental productions of this gifted tribe of Amur artisans would yield the seeker after fresh and original designs for decorative purposes a rich field for selection. A splendidly-illustrated memoir on the "Decorative Art of the Amur Tribes," by Dr. Brethold Laufer, has been issued by the American Museum of Natural History, New York.

* * *

A Few Specialties.

We hear from all quarters that the "Sunbeam" velveteen, which is confined to The W. R. Brock Co , Montreal, is in demand as usual.

Brock's, Montreal, are showing some special mill clearing lots of venetians, coverts and freizes at much below market prices.

From all accounts The Brock Co., Montreal, are keeping up their reputation for having a complete assortment of silks at all times.

* * *

London Twines.

One of the novelties in material that bids fair to be popular this Autumn are gowns for afternoon calling and receptions in London twines. This stuff more nearly resembles hopsacking in many colors than anything else. It is not so loosely woven as to be transparent, but gives an opportunity for the display of handsome linings, and it has a decided appearance of airiness. This material will hardly be much worn here this Fall, but will be sure to make its appearance in the Spring; combining, as it does, the rough effect so much sought after, with the soft, draping qualities of the voile.

The gowns shown in London are made up over taffeta. They are elaborately braided and trimmed with Irish point. Pastel shades, and also cream and white, will have the preference, though, for those fond of color, flaming scarlet is seen. The all-white gown will be in high favor, and one would be very effective as a bridesmaid's gown for wear at a noon wedding.

MANCHESTER.
MONTREAL.

VANCOUVER.
WINNIPEG.

THE

Gault Brothers Co.

LIMITED

Wholesale Dry Goods.

Montreal, Oct. 1st, 1902.

WOOLLEN DEPARTMENTS.

Spring 1903.

IMPORTED WOOLLENS.

Samples now ready. Novelties in Scotch Tweeds and Worsted Suitings. Vicuna and Cheviot Coatings in black, blues and mixtures, Clay Twills, Venetians and Corkscrew Worsteds.

We are showing a larger range than ever of the Famous "Belwarp" Serges, Vicunas and Mixed Vicunas; also see the "Neptune," "Viking" and "Victory" Brands. We are making a specialty of Rainproof Coatings for the coming season in our well-known "Swanbak" and "Aquascutum" brands--the modern substitute for the old-fashioned rubber coat.

We draw your particular attention to our magnificent range of Trouserings from 50c. to $1.75--notably 65c., 75c. and $1.00. Fancy Vestings will be a feature for Spring. We have a grand range.

6/4 Silk Stripes and Mixtures, a novelty in Scotch Suitings, both for men's and women's trade.

Our range of Canadian manufactured Suitings and Trouserings are the finest we have ever offered. The "Red Star" brand of Suitings are all leaders and sellers. Look through them carefully.

Tailors' Trimmings—Leaders.
"Belwarp" Linings.
"Shamrock" brand Canvas.
Silk Linings.
Our Trimmings are selected to match our Cloths.

Rafia Fibre for Dress Material.

Rofia, rafia, or raphia fibre, one of the natural vegetable products peculiar to Madagascar, has long been known as an article of European importation, chiefly employed for horticultural purposes It is, moreover, woven on handlooms by the natives of the island into various fabrics, from the coarsest sacking to a stuff with the woof of white silk, so fine that it is used by ladies in Europe for dress materials. Some small quantities of one variety occasionally find their way to New York, under the denomination of rabanas, a striped, colored, medium quality, forming a unique and novel tissue for draperies and curtains.

* *

Low-Priced Raincoats.

For the wet weather, W. R. Brock & Co., Limited, Toronto, have provided an enormous stock of rainproof and waterproof mantles and coats, and have issued an illustrated sheet of styles and prices for the convenience of their customers, which



W. R. Brock Co.—S. B. "Brampton" Rainproof.

can be had on application. Four of these cuts are herewith reproduced. Their men's coats contain a number of Currie's well-known guaranteed brands; also lines of grey or fawn coverts. One line of grey, called "Leader," can be retailed for $2.25 or $2.50, and is an eye-opener for value. Make and fit is equal to their best style.

An Important Purchase.

The W. R. Brock Company, Limited, are having a special sale in their dress goods department during the month of October in 6-4 costume cloths, for ladies' suits and walking skirts. They have the largest variety of materials ever shown by them for this purpose; but particular note should be taken of eight lines which were secured under exceptional conditions as follows:

G566, vicuna frieze (7 shades),	to retail at	$0 50,	regularly sold at	$0 75
G558, pure indigo cheviot,	"	50,	"	75
G559, " " "	"	50,	"	75
Flaked tweeds (6 shades),	"	1 00,	"	1 25
Four ranges mixture worsteds (38 shades),		1 50,	"	3 00

The last named goods are the most beautiful, perfectly made and serviceable materials ever offered to the trade at the price. They were made by one of the best known manufacturers in England, and exclusively confined to a large wholesale house in London for Great Britain and Ireland, but, owing to late delivery, a portion of the contract was cancelled, and the Brock Company were successful in clearing out the remainder for spot cash at such a reduction as to enable them to make a sensation of the line.

In blouse materials, this same firm are also making a great show of printed flannels, printed satin cloths, embroidered flannels, embroidered cashmere, etc., and any merchant open for such lines would do well to either have a look in the warehouse, or drop a line for samples.

* * *

A Big Stock.

S. Greenshields, Son & Co. have been exceedingly fortunate with their dress goods this season. All their lines have been in good demand, and the staff are now busily engaged in shipping out goods all over the country. The range of velvets, velveteens, metallic velvets, cords, etc., is one of the largest yet shown, and in the metal prints the designs are very beautiful. The business in friezes, homespuns and other heavy cloths continues active, while large sales are also reported for their handsome lines of silks, finnettelaines, etc. Special attention is being given to the camelhair effects, which are this year so popular. The travellers are now on the road and orders are coming in freely.

* * *

Wyld-Darling Co., Limited.

In the dress goods department, The Wyld-Darling Co., Limited, have a full range of prices in Venetian cloths, to retail from 50c. up, including blacks, greys, fawns, browns, myrtle and reseda green, cardinals or garnets, navy or coronation blues, the stock in these lines being better assorted than ever.

They have also in stock a large range of meltons, in greys, browns, fawns, greens, navies and blacks, to retail from 20c. up.

Cashmeres are especially good at old prices. A large range of colorings are shown to retail at 25c. upwards.

In all-wool serge, 40 in. wide, a large variety of colorings are also shown to retail at the exceptionable value of 25c.

This department has also in stock a full assortment of their special cheviots to retail at 50c. up.

Their large stock of homespuns and friezes, at all prices, is well assorted and completely up to date. Their stock of peau de soie silks, black satins and satin mervs is also complete in range.

Buyers should have a look at the great range of velvet shawls in stock in this department before purchasing. Black and colored velveteen, to retail at 25c. up, is also well assorted.

Dark Days Light Stores

LUXFER PRISMS DO IT

It's half the battle to get the people in.

Do not lose the other half by not being able to show your goods in the right light.

We make a study of lighting dark premises.

Information cheerfully given.

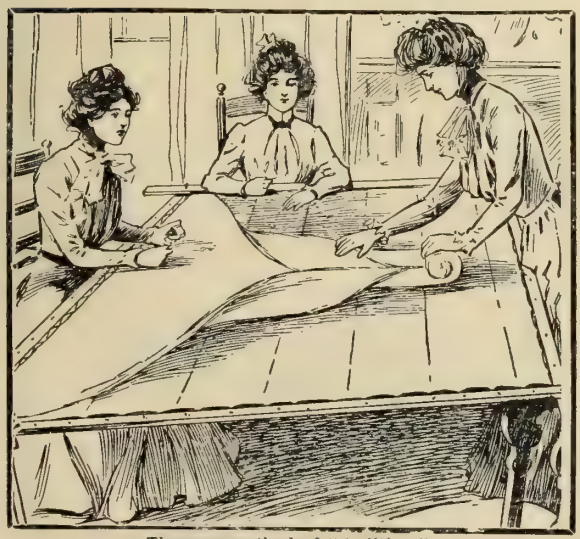
Luxfer Prism Co., Limited

100 KING STREET WEST, TORONTO.

Win the undying gratitude of the women of your vicinity by introducing them to

Broadbent's Quiltsize Cotton Batts

One of the greatest inventions of the age.
The only satisfactory Batts for quilting purposes.
One-pound rolls and larger.



The new method of "Quilting."

Write for Quotations.



The old method of "Stuffing."

The early bird catches the worm."
Be early with your order for

Quiltsize Cotton Batts

and reap all the benefits of being the first merchant in your town to display and advertise them.

J. R. ELLIOTT, LONDON, ONT., Canadian Agent.

RETURNED
OCT 18 1902
6 Montreal Office



A Tough Proposition.

"Pinto" Shell Cordovan is the toughest, best leather for Mitts and Gloves ever tanned. Made from the hide of the Western Bronco. A pure dry vegetable tan—no oil to stiffen in cold weather or to keep the hands cold.

Almost scorch and boil proof.

Will not harden when dried out quickly.

Tanned and controlled solely and exclusively by us.

Get these goods in for Fall selling. They'll do your business good—make money for you.

The Hudson Bay Knitting Co.

30 St. George Street, Montreal.

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

Flowing Ends of Talk.

IT HAS often been a source of wonder to the meditative onlooker why clothing that would be termed distinctly loud when seen on one man proves most becoming to another man, and why some men appear better dressed who expend but little cash on their wardrobes, while others fail to look well dressed though their allowance for clothes is large. These are facts that stare one in the face at every turn, though it is a question whether the average man is not better dressed now than he was ten years ago. If, as some scientists would have it, mankind is being slowly moulded to a more uniform standard, in intellect, in appearance and in manner of life, then differences in dress would naturally become less and less marked. There is, of course, the gradual effacing of the barriers between city and town and town and country, through the improved means of communication, which make it natural to expect that the tastes of mankind would become more uniform. But, however we may seek to modify the force of the earlier statements, their verity yet remains undisturbed. There do exist the contrasts which have been indicated. To explain the why-for of them, all that a wise person would probably venture would be to attribute them to insoluble natural causes.

* * *

FEW men exist to-day but who are susceptible to the attractions of pretty neckwear. That is why the window space of every furnishing store is usually found to contain an assortment of neckties and cravats. That is also a good reason why men's furnishers should utilize their stock of neckwear in every enticing manner possible, in order to get at the hearts of the men. To a certain extent they make excellent use of the capabilities of their necktie display, as was indicated in regard to the show windows. Where they lack, in a great measure, is in a satisfactory method of advertising their goods. A first-class merchant, after dressing a window elaborately with attractive ties, would seem to consider it a sacrilege to go further and fill it in with showcards. For this fastidiousness we must profess some consideration. If the plan were followed out, it would be placing his emporium on the same footing as the cheap stores catering to the poorer trade. If, he might argue, my display of ties does not speak for itself, it is of no use making it speak through the medium of cards. How, then, is he to give his neckwear the publicity it deserves? There may be a dozen windows on the street nearby similarly dressed to his own, and all may seem alike to the casual passer-by. How is this difficulty to be overcome? Having raised this question, it seems rather inconsiderate not to answer it. However, we are treating simply of generalities here, and it will not do to begin a lesson on the subject of window-dressing just now. That will be relegated to a separate department to be established, if all is well, in our next issue.

* * *

QUITE a peculiar state of affairs is said to exist in the hat business. Ever since the beginning of September, manufacturers have been supplying wholesalers with styles designed for the Spring of 1903, so that the wholesalers may fill their orders for immediate consumption. This means that the Spring styles are actually coming into consumption now. When it is remembered that the Fall goods have only just been placed on the market, one wonders why this course has been followed. Evidently there has been a scarcity somewhere, and indications would seem to place the shortage among the salable soft hats. But this does not explain why Spring styles are being called for instead of repeat orders for Fall styles. One would imagine that the repeat orders would be the most plausible solution to the difficulty, but this has not been the trade's experience. It is much more likely that an extensive scheme is on foot by which the trade is going to get and keep one season ahead on dating and discounting. If so, styles have only come into the question as an incidental. It will mean that in time a season will be quietly dropped, and, instead of wearing next Spring's hats, we will be wearing those intended for next Fall. Of course, this is speaking figuratively, for the hats will have to suit the season anyway.

WOOLLENS.

A Variety of Woollens and Worsteds.

IN woollens and worsteds, John Macdonald & Co. are carrying a large range of Scotch tweeds and fancy worsted suitings in all the up-to-date styles.

In fancy worsted trouserings, a large line of the latest styles is shown, including about 10 patterns of their "Belwarp" trouserings.

In men's overcoatings they are showing a large variety in greys, browns, black and blues; also an excellent range in fancy check black overcoatings.

In women's wear for costumes in skirts their stock in black, colors, boxcloths, broadcloths, homespuns, venetian cloths and zibeline cloths is of great variety and range. In mantle beavers they are showing a special cloth, all wool, at $1 per yard; also a special job line in a 54-in. frieze. In all kinds of tailors' trimmings their stock is complete.

* * *

Sale of Canadian Woollen Mills.

The entire plant, buildings and franchises of The Canadian Woollen Mills Co., St. Hyacinthe, Que., were sold on September 17 by public auction at the offices of The Royal Trust Co., Montreal. Several parties were anxious to secure the properties, to judge by the lively bidding both on the part of outsiders and the representatives of the bondholders. The mills were finally adjudicated to Gordon W. MacDougall, of the legal firm of Lafleur, MacDougall & Macfarlane, of Montreal, the price being $295,000.

Mr. MacDougall states that he purchased the property for a strong financial interest, who have had the reorganization of the mills in hand for some time. A new charter has been applied for, and the company will do business under the style of The Canadian Woollen Mills Manufacturing Co., with a capital of $750,000 common stock.

Bonds on the whole of the company's immovable properties and plant at St. Hyacinthe will be issued to the amount of $400,000; while substantial working capital has already been provided for, and extensive additions and improvements will be made by the new company. As to the nature of these the organizers are not prepared to say at present, but the result will be that the mills will have a greater capacity and be more effective than ever.

One of the conditions of the sale of the plant by The Royal Trust Co. was that all orders on hand should be filled by the purchasers of the mills, to the complete discharge of the old company and of The Royal Trust Co., consequently no inconvenience will be suffered by the company's customers. The mills have been in operation ever since the movement for reorganization began. As yet no changes have been made in the working staff, and, so far as is known, none are contemplated.

Fine Range of Overcoats.

Overcoats and ladies' mantle goods in great quantity and variety greeted the eye of the REVIEW's representative on the second floor of the W. R. Brock Company's Toronto warehouse on a recent visit. There was a large range of cheviots on exhibition in plains, stripes and checks—beautiful goods, of fine quality. One or two lines in striped cheviots were especially taking and should proove very popular during the coming season. They were an exact copy of the latest New York fashion reports. Then, too, there were to be seen, llamas in greys and blacks, meltons in greys, blacks and blues, and beavers in the same colors—in fact, a most comprehensive assortment, with prices ranging from the highest to the lowest possible limits. The same may be said of the ladies' mantle goods. There were beavers in all colors, and especially in blacks and blues, curls in all the leading shades, sealettes in seal and black. No customer, however difficult to please, could fail to find something of interest in this department of the W. R. Brock Co., Limited.

* * *

Wyld-Darling Co.'s Specials.

The Wyld-Darling Co. are showing a complete assortment in black and blue worsted coatings, all regular lines being sold at the old prices. Black vicunas, cheviots, llamas, etc., are in great demand, while full Scotch tweed suitings, greys and browns, are meeting with great success.

An unusually large range of worsted and wool trouserings are in stock. These are of medium qualities and good weights, and are very suitable for Fall and Winter wear.

Their range of Winter overcoats comprises grey and black vicunas and cheviots, in which fancy weaves are being requested. Black, blue and Oxford meltons, and beavers and friezes are now meeting with great favor. Beavers and venetians for fur-lined garments are also very popular.

In dress suitings there is a large demand for unfinished worsteds and vicunas.

Silk trimmings for all classes of tailoring trade are always in stock and are being used more frequently than in former seasons.

* * *

An Artistic Picture.

It is seldom that a manufacturer gets out so artistic a hanger as that recently sent out to the trade by Harris & Co., Limited, the woollen manufacturers of Rockwood, Ontario, through their selling agents, Dignum & Monypenny. The mount is of heavy green cardboard, on which an oval colored picture is placed, the central figure of which is a beautiful woman, seated on a low stone wall. The surrounding foliage is delicately colored, and the tout ensemble forms a most pleasing picture. The firm's name in gold letters shows up distinctly underneath.

* * *

Change in a Firm.

Incorporation has been granted to Gorden W. MacDougall, L. MacFarlane, L. de Kolia Stephens, and Wm. J. Henderson, all of Montreal, to take over the business, etc., of the woollen mills at St. Hyacinthe, to carry on the same throughout the Dominion of Canada and elsewhere, under the name of The Canadian Woollen Manufacturing Co., Limited, with a total capital stock of $750,000.

Caulfeild, Burns Co.

17 and 19 Front St. West, Toronto

Manufacturers and Importers of Men's Furnishings

C.F.B. MENS FURNISHINGS BEST IN THE WORLD.
REGISTERED TRADE-MARK

Sorting Trade

Our stock is now replete in all departments for Fall Trade, enabling us to give prompt attention to orders for immediate delivery.

A few of our special lines are English Braces, viz: "The Blizzard," "Holdfast," and "Sampson," to retail at 25 and 50c.

In Half-Hose, our well known English Worsted and Cashmere to retail at 25 and 50c. take the lead.

Neckwear. An up-to-date and well-assorted stock of the latest American Silks just to hand. Are well worth every buyer's attention.

Football Knickers and Jackets Our trade this season has doubled any previous year, accounted for by the best-fitting garments in the trade. See our specially made jacket—patent applied for.

Travellers now on their respective routes with full range of **Underwear, Hosiery, and Summer Clothing** for season of 1903. The most complete line ever shown.

A Success in Hand is Worth Two in the Bush.

The Dr. Deimel Linen Underwear



Is ready to bring you profit because its reputation is made.

Any use in sharing the losses of the imitators?

WRITE FOR OUR TERMS.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

ALL GENUINE Dr. Deimel undergarments bear this trade mark.

SOLE MANUFACTURERS,

The Deimel Linen-Mesh Co.

2202 St. CATHERINE ST., Montreal, Canada

London, E.C., England, 10-12 Bread St.

CLOTHING.

Rainproof Cloth.

THERE are a number of woollen or waterproof houses which offer rainproof cloth of no particular brand or of a supposed make of their own. It is just here where judgment and discrimination is necessary. There are, to our knowledge, only a few firms whose proofing is of the high standard necessary for tailors, among whom the "Cravenette" Company is one of the most important. They cater for a large number of wholesale houses, even for those who claim to have a brand of their own. Where there is no name there is no guarantee; it is, therefore, advisable for tailors to insist upon a guarantee such as "Cravenette proofed." This company is probably the largest in the world in this line, and its name carries the security with it. Many so-called waterproofs have only undergone a certain cloth-worker's process, which wears off in a very short time, and leads to dissatisfaction on the part of the customer, an eventuality that can be avoided by the tailors insisting upon reliable make. S. Greenshields, Son & Co. are Canadian agents for this cloth.

An Important Notice.

The Gault Brothers Co., Limited, inform us that, owing to several imitations of the "Belwarp" serges, coatings and linings, for which they are agents, having been represented on this market as the genuine goods, it has been necessary for Sir Titus Salt, Bart., Sons & Co., Limited, the makers, to warn the trade again these. Merchants should be careful to obtain the right cloth. The "Belwarp" goods always bear the trade mark of the "Lion and Bell" stamped on every yard of goods. This stamp carries the maker's guarantee to the customer of the original sun-proof and sea-proof "Belwarp" goods. The trade in "Belwarp" serges has reached enormous proportions in Canada, and thorough satisfaction cannot be given by any but the genuine goods.

Now a Union Factory.

Robert C. Wilkins, Montreal, is sending out to the trade of Canada a little booklet, which announces that his factory has been unionized and he has, in consequence, the right to place the union label on all his clothing, side by side with the "Rooster" Brand. For a long time labor organizations have been supplied with the "Rooster" Brand shirts, overalls, etc., and the union label will only tend to make them stronger in their allegiance to this clothing. But, where formerly it might have been possible to offer a laboring man the cheaper, but "just-as-good" article, now he will demand that with the label on. For the label signifies that the garments were made by fellow members of the labor unions, well paid, and working under the most sanitary and comfortable conditions. It must be said that "Rooster" Brand scarcely needed this certificate of character; it was the standard, anyway. But one result it is bound to have is that merchants will find it much easier to sell these high-class working garments than before. Incidentally, this booklet gives many things of interest regarding the "Rooster" Brand clothing and the factory's many specialties. The trade should not fail to see it.

Travellers With Waterproof Clothing.

The travellers of The Montreal Waterproof Clothing Co. are now on the road, covering the country from coast to coast, and showing a greater variety of samples of ladies' and gentlemen's waterproof and rainproof clothing than they have ever shown before. The splendid style and fit of these garments are well known to the Canadian trade. Indeed, merchants are discovering that to get a run of the very best and most discriminating trade in their locality, it is necessary to carry The Montreal Waterproof Clothing Co.'s goods.

* * *

COLLARS.

WE are still informed every now and then that there are indications of a decline in popularity of the fold collar. It is difficult to understand where these prophecies come from, for neither manufacturers, jobbers or retailers appear to have lost any confidence in this style of collar for Fall and Winter. That the style has become a staple is the general opinion. Being a radically different shape from those which have been in vogue for years, it is but natural that it should be looked upon as more or less faddish, and that after a few seasons' popularity at most, it would disappear. But the fold collar has been on the market for some years now, and during the past two or three has been the leader by a long way. Of course, we expect a change in this as in every fashion—the only wonder is that it did not come some time ago—that if the sun of popularity shines on another style, it is no reason for thinking that the old favorite will be entirely forgotten.

Wings, among the more dressy trade, will doubtless be regarded as the correct thing for day wear, but we may rest assured that the fold collar will continue to occupy a permanent place for some time to come. It looks well on almost every man; it is more suited to certain kinds of ties than any other collar; it is the best for Summer negligee wear, and many more reasons might be given for a continuance in popularity of the fold collar.

Higher shapes are being shown for Fall and Winter, and several dealers are offering the low Summer shapes at reduced prices. This is wise; as a good deal of uncertainty exists as to whether they will be at all called for when the next warm weather season comes around.

In wing or tab collars there is very little change. An innovation has been brought out on the American market in the shape of a collar with round tabs. Many of us have been looking for this. There seemed to be a desire to produce something in tab collars which would be entirely different from those worn some years ago. At present these round tab collars have not affected the Canadian market materially. Whether they will be adopted later in the season or not remains to be seen.

The tendency is toward wider spacing in front in wing collars, and indications point to the probability of this becoming the best liked shape for Fall and Winter. Although the spacings are wide, the tabs are not proportionately large. They are somewhat larger than those of last year, but not square in shape.

As to straight-band collars, pokes are going fairly well, and also those with the overlapping points. The latter shows signs of becoming a favorite for the Winter months.

Prompt Shipment of Collars.

The Canadian Underwear Co.'s manager, J. A. Jacobs, has just returned from his annual trip to Austria, where he has made special arrangements with the manufacturers of the Indestructible Quality of collars and cuffs to carry a much larger stock in Montreal.

Their many customers will be pleased to know that in future all orders for collars will be shipped complete the same



To the Point

The Largest and
Most Comprehensive
Lines in the Trade.

The only reliable makers of
High-Grade Cut and Full-Fashioned

All Canadian-Made Underwear

ASK FOR

Pen-Angle Brands

TRADE MARK
WARRANTED HIGH GRADE
PENMAN CO.
UNSHRINKABLE

day as received, as their stock is now complete in every size and height.

It is hardly necessary to mention that to be able to fill orders complete the same day as received entails a large stock, and they carry no less than 20,000 doz. collars alone in their three qualities. They are pleased to learn that customers are increasing the sales of their collars each year, and are well satisfied with the quality and finish of all the brands.

Mr. Jacobs was asked why it is that the Austrian collars have such a hold on the consumer. His reply was that it was due to the unsurpassed style and finish of such collars; that the amount of hand work was fully three-fourths of the cost of these collars, and that in all the stages of manufacture the work is under experienced hands. There is no stinting of effort; every employe is born and brought up under his or her special work. Nothing is unduly hurried. The material is bleached on the lawn, thereby giving it an especially white appearance and much stronger, and not burning the life out of it, which is usual when the material is chemically bleached.

The buttonholes are especially made strong, being hand-turned and patented.

Notes of the Collar Trade.

In the collar department of Wyld-Darling Co. the popular collar, "Vim and Vic" is in great demand. All sizes and heights are in stock.

* * *

NECKWEAR.

A Bright Outlook.

PROSPECTS are very bright for the neckwear manufacturers at present, and difficulty is being experienced in turning out the goods in sufficient quantities to meet the Fall orders. A noteworthy feature of the present sale is to be found in the increased desire on the part of the public for higher-classed goods, which sell for 75c., $1 and $1.50. Usually this demand has been confined to the immediate Christmas season, when fond relatives buy valuable ties for their dear ones. But this year there is already a good demand for a better quality of goods. It has been a wise move on the part of retailers to note this feeling in time.

English Squares and Flowing Ends.

The large shapes at present prevail, the favorites being the English squares and the flowing ends. Down in New York it seems every shop window now has the former on display. Derbies are wider, being 2¼ inches in the standard width. Not so long ago 1½ inches was considered wide enough. Puffs are said to be shelved in New York, but there is every reason to believe they will still sell here. Freak shapes, such as the Coronation and ping-pong, which were all the range in the Summer, have quite disappeared. The midget string remains popular and is being sold in large quantities.

Colors and Patterns.

Green is the feature of the season and will appear strongly in all the fashionable ties. Reds become fairly popular with the approach of Fall always, and sell well to a certain extent.

So far as patterns are concerned, dark grounds and neat effects are being given some prominence and are selling well, but some of the brightest patterns are equally as good sellers.

A Range of 25c. Goods.

A new range of neckwear, four-in-hands, strings and knots, to retail at 25c., is being shown by John Macdonald & Co.

SHIRTS.

JOBBERS report very good sales of the fashionable fancy shirts for Fall and Winter. The Fall patterns are certainly such as to induce the trade to buy, for, in place of the somewhat loud patterns which were worn during Summer and last Spring, neat effects in figures, stripes, spots, and combinations of these are shown. They will suit the most discriminating class of customers.

In the majority of the new designs for Spring, 1903, white grounds are seen. The patterns on these are carried out in blues, blacks and reds, the last mentioned color being not nearly so prominent as it has been as a pattern color. In solids, red is still shown frequently, and doubtless will hold the usual trade.

Grey is regarded as a "coming" color. In the late Fall patterns some of the most taking were grey, which can be made up into a very handsome shirt. Tan is still spoken of on the American markets as a good color in solids for Spring shirts. Throughout the past Summer tan has received a good deal of attention in the United States, while here, since we had but a short time before got over the khaki rage, it is scarcely worn at all. We have had a rest from tan for a while now, and should it be pushed by New York houses next year, it is quite probable that it will again be revived here. As a shirt color it has been but little used here, and it would come, to a certain extent, as an innovation.

Stripes, there is little doubt, will be among the leading patterns again. Whether they will predominate the market as in the past few seasons is uncertain, since manufacturers are placing so much energy in neat effects in figures, but we can scarcely get along without stripe patterns next year. Figures doubtless will be good. The trade is quite ready for them, and the samples shown now indicate that the designers have put into them some of their best efforts. There is nothing loud or splashing to be seen.

It is hinted that checks may again be brought out. A few samples of what is to be shown in this line are now on view. They are all small and neat effects, and may go fairly well. It will be difficult to popularize them in one season.

White Shirts for Evening Wear.

White shirts, open back or open front, for every day and evening dress wear, are in stock with Wyld-Darling Co., Limited, in all sizes. Retail price is from 50c. to $1.50.

A New Shirt Manufacturing Firm.

Letters patent have been issued incorporating Thomas Fergus Smith, Richard Henry McKeown, Geo. H. A. Montgomery, of Montreal, and Frank W. Smith and Florence W. Smith, of Westmount under the name of The Smith & McKeown Shirt Manufacturing Company, Limited, with a capital of $15,000.

* * *

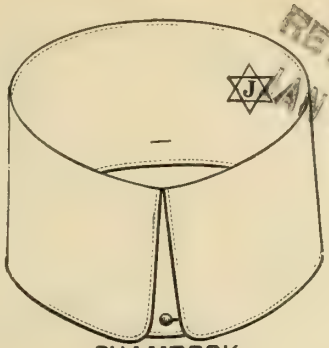
UNDERWEAR.

SALES of medium and heavy weight underwear for Fall and Winter are reported excellent by all wholesalers, and September has been a busy month. The usual quantity of balbriggans, fleece-lined and natural wool garments have sold, and there is no change of any importance in designs. A good deal has been said in regard to the decline of popularity of fleece-lined goods, but they are apparently still holding their own. At any rate every furnisher makes sure to have a good assortment. These garments are exactly

Wear

Brand

Collars and Cuffs.



Wear

Brand

Collars and Cuffs.

Austrian Collars and Cuffs, to retail at 10c., 15c. and 20c.

The styles shown here are a few of our many lines carried in stock in all heights :

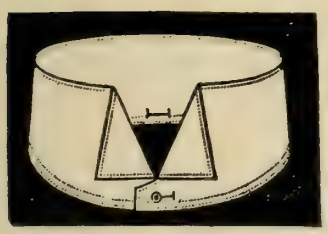
2, $2\frac{1}{4}$, $2\frac{1}{2}$, $2\frac{3}{4}$ and 3.

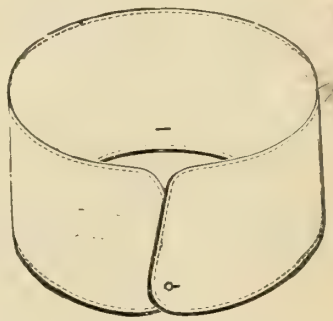
Our many customers will be pleased to know that we have made special arrangements to carry a much larger stock, and in future all orders will be shipped the same day as received.

These collars are guaranteed to outwear any other make.

Button holes hand turned and practically indestructible.

Will be pleased to send samples.

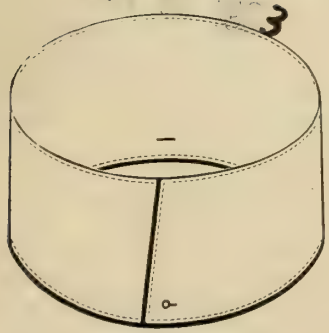




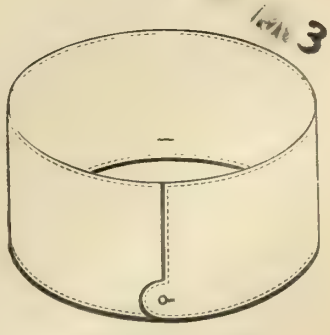
The Canadian Underwear Co.

10 St. Helen Street,

MONTREAL.



We have in preparation a handsome calendar. Send in your name for mailing list.



suited to some men's tastes, as there are many who object to wearing woollens or woollen mixtures against the skin.

The public are becoming more alive to the subject of unshrinkable underwear. The shrinking of underclothes has long been an objection in many different lines of goods, and when these guaranteed unshrinkable garments are shown, it needs very little salesmanship to convince customers of their value.

Samples of underwear for Spring, 1903, have appeared, and show nothing radically different from what has been selling for some seasons past. In the fancies the same stripe effects are shown, varied now and then as to color, but in general appearance showing nothing original.

In solid colors there are several bright shades shown which may or may not take well in this country ; but their chances for popularity are considered good in the United States.

Fancy effects in the heavier weight goods for Fall and Winter wear are taking fairly well ; but as usual the great demand is in plain goods in natural or white.

A Line of "Plunder."

"Plunder" is the name of a leading line of fleeced underwear for men, to retail at 50c., offered by W. R. Brock Co., Toronto. Lots of plunder in it for the retailer and A1 value for the consumer ; fully 12½ per cent. below the best value price. It is a grey hairline, wool fleeced, nicely trimmed, and a seller. Send for sample dozen and you will wire repeat order at once.

Fleece Goods in 50c. Lines.

At the Wyld-Darling Co.'s, the sorting trade in underwear, especially in plain lines, fancy stripes and fleece goods in 50c. garments is especially good this season. A great range of all popular unshrinkable "Wolsey" underwear is being shown in various weights suitable for Fall and Winter wear.

* * *

HOSIERY.

THERE are differences of opinion among authorities on hosiery as to whether the demand for fancies has seen its best day or whether we are to have an even greater variety of such goods during the coming season and in Spring and Summer, 1903. While some affirm that the demand was never better, and that business in this line will be on an even larger scale next year, there are others who predict a return to plain blacks, and this not only in men's half-hose, but in women's hosiery as well. Up to the present manufacturers appear to be on the side of the former, for they have introduced many handsome designs and colors for Fall and Winter wear.

Heavy cashmeres are moving well for Fall, and in these several taking stripe designs are shown. There are also some tartan effects which are well thought of, but as yet there has not been much business transacted in them. Of course, the staple blacks and heather mixtures are in demand as usual.

The colors that appear to be most prominent for the season are all of subdued tones, the more brilliant shades having passed out with the fancy cotton and silk goods until another Summer. These dark colors are all attractive and should be particularly well liked by the high-class furnishers. Among them are chocolates, which we have before spoken of as likely to be in good demand this season and in Winter. There is a variety of shades in the chocolate, most of those now showing being of the deepest hues. Seal brown and the popular dress goods colors' "tabac" and "cadet," with lighter browns, are also shown to some extent. Then there are darker greens, dark greys and dark slates.

The patterns, in scrolls, small figures and stripes, are carried out in yellows, deep reds, blues, whites and a few other lighter fancy shades.

Fancy Half-Hose at 25c.

Men's cashmere and fancy worsted half-hose, with mending cards attached, are shown by Wyld-Darling Co., Limited, to be retailed at 25c. up.

Black Cashmere Hose to Retail at 25c.

W. R. Brock Co.'s Toronto hosiery department report further shipments of black cashmere hose, to retail at 25c. for the large sizes, for which they claim that such values have not been shown for many years—not since cashmere yarns touched nearly the lowest notch. These goods were bought in quantities for cash, which accounts for their excellent value, now that all fine wools are so high, and likely to go higher. All sizes can be had in plain FTA, from 4 to 10 inch, and in Italy, 1/1 rib, Cairo, either 1/1 a 2/1 rib, all reinforced knees, double heels and toes. Send for sample dozens, thin black wool ribbed hose. "Peg Top," and plain WJC are also trade-winners.

Mending Cards With Hosiery.

In hosiery, a special line of half-hose in black worsted, with mending cards attached to each pair, is being offered by John Macdonald & Co.

* * *

GLOVES.

BUSINESS in gloves of all sorts is reported to be of the best. The demand for knitted gloves for Winter is good. These are increasing in public favor. Black forms the ground in many of them for several pretty plaid and check designs in more or less bright colors. Stripes also appear, but not in as great variety as the other patterns. The designs are arranged in various ways, all over the glove, at the wrist and fingers, across the back, etc., no particular class of design seemingly having a preference over others.

Mochas and kids are also selling well. Both tans and, in the kid gloves, greys, are in good request, and will sell side by side throughout the Fall as usual. The fine, fur-lined deerskins for Winter wear are coming to the front again unchanged to any appreciable extent from last year. These always sell in about the same quantity ; but during the coming season an even better demand is expected for them, as the trend of trade seems to be going towards the better-class gloves in preference to the cheap lines.

Glove Specials.

S. Greenshields, Son & Co. have now got their entire stock of Fall gloves in cashmere, fancy knitted, wool-lined, silk-lined, in plain, and with dome fasteners. The range is one of the largest, and the goods the best value on the market. The popular-priced lines are of particularly good value.

Some Specialties in Gloves.

In evening wear Wyld-Darling Co., Limited, have exceptionally good value in men's wholesale kid gloves called the "Society," especially selected stock with two push fasteners, to retail at 50c. Sizes from 7 to 10 in boys' and men's gloves and mitts, lined and unlined. The firm still report the demand good for local finished, to be retailed at popular prices.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West TORONTO, ONT.

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B.C.

MAUCHAUFFEE

TROYES, FRANCE

GOLD MEDAL (highest award) Paris Exposition, 1889
HORS CONCOURS, Paris Exposition, 1900

MANUFACTURERS OF

French Balbriggan Underwear

French Health Underwear, Unshrinkable

French Hosiery

H. JACQUIN,
Sole Agent for United States and Canada,
456 Broome St., NEW YORK.

THOMAS NORMAN, Representative
52 Wellington St. West, TORONTO

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES in all classes of HOSIERY and SHIRTS **London, England**

Men's Shirts and Drawers
" Half-Hose
" Knicker Hose
Cardigans, Sweaters, Jerseys
White and Colored Shirts and Tennis Shirts
Collars in all newest shapes
Women's and Children's Hosiery, Vests, Drawers and Combinations.

See our line before placing Fall orders.

REPRESENTATIVES FOR CANADA AND UNITED STATES

The British Import Co.

1 WEST WELLINGTON ST. (Corner Yonge) TORONTO

UMBRELLAS.

A QUEER use of gold on the fashionable umbrella handles is a feature that should not be overlooked by the trade. Especially is this noticeable in connection with the horn and ivory handles. Delicate gold caps are frequently seen on the end of the crook handles, as well as mountings in the same material.

A return to the plain polished pimento handles is predicted, although evidences of such are as yet not very numerous. But they are seen here and there in the high-class furnishers' stores, and may become more general a little later.

Copper as an ornamentation for umbrella handles, both men's and women's, is a feature of the United States trade, which, we understand, will soon attract attention on this market. It is spoken highly of as being especially adapted to the popular buckhorn and ivory handles.

Notes of the Furnishing Trade.

A SPECIAL line of men's fancy mufflers to retail at 25c., considerably below the regular price, is in stock with John Macdonald & Co.

In men's heavy braces, there has just been passed into stock by Wyld-Darling Co. a large range of the "Sandow" buckle, which makes a very strong, endurable brace for the workingmen, to retail from 25 to 50c.

The Haberdashers' Athletic Club defeated Townsend's Laundry Co. in an exciting game of baseball at Bayside Park the other afternoon by 10 to 4. Batteries—J. Carson and Cadenhead ; Ball and McKenzie.

Send to Brock's, Toronto, for "The Wolsey" unshrinkable underwear, and Way's mufflers.

Wes. Theobold purposes setting up business in the men's furnishing line in Durham.





Our New Shower Cape Coat.

An Assorted Stock.

Umbrellas are a leading line with W. R. Brock Co., Toronto. The values shown in ladies' and men's are marvellous. See their "Kingston" and "Butter Scotch" to retail for $1.00, and you must purchase ; also their "Comfort" and "Magic" for better lines. Carriage umbrellas in large sizes, with either club or crook handles, can also be had at popular prices.

* * *

Braces to Retail at 25c.

W. R. Brock Co., Toronto, are offering special lines of braces to retail at 25c.; Durable D22 and S84 in police and firemen's ; W198 heavy cross back ; heavy ring back D23, and D24 fine mercerized webs, nice colorings.

Sweaters and Jerseys.

Sweaters and jerseys for football and other purposes can be had in all kinds, prices and makes from the factories of the world at Brock's men's furnishing department, Toronto, plain, colors or fancy stripe, including a lot of club colors cleared out from a firm wanting cash.

* * *

Men's and Boys' Sweaters.

Men's and boys' sweaters in plain, cardinal and black are offered by Wyld-Darling Co., Limited ; also in fancies, the boys' to retail from 50c. up, and the men's from 75c. up. Especial attention is called to their English worsted sweater in navy, blue and cardinal to retail at $1.00. Their line of sweaters is one of the best yet shown.

BY BUYING

Pewny's Kid Gloves

YOU GET THE

Latest Styles
Best Colorings
and Surest Fits.

AND IN ADDITION

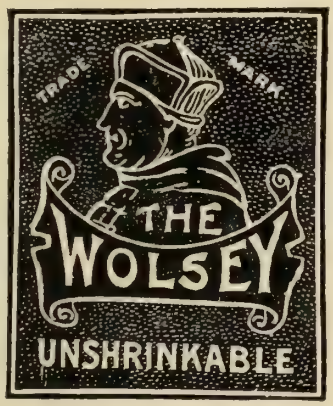
EVERY PAIR IS GUARANTEED.

S. Greenshields, Son & Co.
MONTREAL.
Sole Agents for Canada.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

If you know of anything better than

VELVO

for Cravats, the secret may make you rich.

Niagara Neckwear Co.,
LIMITED
NIAGARA FALLS
"ONLY MAKERS"

MONTREAL—Philip De Gruchy, 207 St. James St.
QUEBEC—L. A. Bergevin, 70 St. Joseph St.
WINNIPEG—T. Whitehead, Western Canada Building.
TORONTO—W H. McDougal 57 Bay St.

THE MAN OF FASHION

What a Leader in the Smart Set has to say Respecting the Ultra Fashion of the Moment.

IT is now about time I was beginning to give some pointers regarding Autumn styles. Not that there are any indications of very pronounced alterations in existing fashions, but there is a general trend towards those lines of wearing-apparel that are to become the correct thing for this Fall. What these lines are may be fairly safely predicted from the ruling opinions of New York's leaders of society.

SACK SUITS, ETC.

In the department of sack suits no new variety has appeared and everything points to a modification of the extreme styles of the past few years. This fact is most welcome to those who do not indulge in new suits every few months. The old-style suits may be worn with perfect propriety and need not cause the wearer any anxiety as to whether or not he is correct in his dress. Neither the military coat and peg-top trouser combination nor the opposite extreme of long coat and tight trousers are quite correct, but between the two there is a happy medium, which should suit all fancies.

THE SINGLE-BREAST POPULAR.

The single-breasted sack coat shows every prospect of being again the most widely worn, though there is no reason why the double-breasted variety should not have an equal run. Perhaps it is because the single-breast seems to suit the build of most men better than the double-breast. As far as the single-breasted coat is concerned, the lapels should not be too short or too narrow, and the front of the jacket should be made to fall either perfectly straight and with square corners or with round corners. It should not be cut away sharply from the lower button to form an angular effect but if cut away at all should be gracefully rounded. Sticklers after small points require that the sleeve buttons should not be sewn over imitation slits but should be made to button an actual opening. Another recommendation is that regular set-in pockets should be used instead of the patched pockets, especially if the suit be worn in towns. This is by no means an absolute mandate and the patched pockets are quite correct. The outside breast-pocket still remains the prevailing fashion.

WAISTCOAT IS SINGLE-BREASTED

Collars on waistcoats are merely a matter of choice and may or may not be worn with equal propriety. The single-breasted waistcoat remains the standard, though there are indications that a return will soon be had to the double-breasted variety for wear with sack suits. So far as the double-breasted coat is concerned, no change can be recommended. The attempt to push the two-button coat with the long-rolled collar has proved a decided failure.

LONGER TAILS ON COATS.

Indications point to the use of longer tails on morning coats. Similarly with the frock coat, there is a tendency to a greater length of skirts. A more cutaway effect and skirts hanging less to the front also seem to be coming in with the morning coat. Braiding on both varieties is somewhat losing popularity, and ribbon binding promises to be rare.

OVERCOATS UNCHANGED.

Very few changes are indicated in the department of overcoats. Few novelties have been produced for the past two years, and, as with the sack coats, the prevailing tendency has been to discard all the more striking effects and revert to a simpler standard. One of the fashions to disappear has been the Raglan shoulder, which this season has become entirely a thing of the past. The yoke coats have also had their day and are no longer fashionable wear. Though they may become popular again any minute, it would seem as if all yoke effects would be dropped for some time to come. The kennel coat—that fastidious model with the small waist and the flaring skirts—has gone out several years ago, and the same may be said of the old Inverness, which at one time was an extremely smart evening coat.

COVERT COAT THE THING.

During the supremacy of the coats mentioned, the covert coat, though quite good form, took a back seat. Now, with its competitors condemned, it steps to the front as the correct style. For business use, with a sack suit, it is very serviceable, though it may hardly be worn with propriety with afternoon or evening dress, which require the accompaniment of a high hat. The cut of the covert coat will be rather loose, and the bottom, to be correct, will hang straight and away from the body. For a man of five feet nine inches, it should measure about twenty-nine inches in length, falling probably two inches below the bottom of the sack coat. Six or seven rows of stitching around the cuffs are recommended, though it is not advisable to have any stitching on the collars. Side pockets ought to be straight and without flaps, and there should be an outside breast pocket on the left side, likewise without a flap.

THE ULSTER.

There seems to be some prospect that the long ulster coat with the belt behind will again come in for day wear. The leading make has a full back with a long vent running up from the bottom. There is a belt running just across the back, which draws in the cloth slightly and causes it to fall in slight folds. The front is plain, the side pockets have flaps, the cuffs run up about two and one half inches on the sleeves, and may be turned down if desired, and the collar is of the same material as the coat. For stormy weather this coat is admirable.

THE CHESTERFIELD.

A question exercising many minds is just what the correct length of the Chesterfield will be. The tendency for the past year or two has been to a longer and longer variety, and if the usual change occurs a shorter length will be in order this Winter. Starting with a length of forty-five inches for a man of five feet nine inches in height, it has been lengthened to fifty-three inches. A medium length of, say, forty-eight inches, seems therefore to be a probable size. Turned-back cuffs are likely to go out this season, and there will probably be a reversion to the flap-pocket instead of the slit side pocket. This coat requires to be made perfectly plain, single-breasted, and with a moderately-full back and velvet

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc.

WE STOCK

Dressing Gowns, English Dress Shirts and Vests,
Fancy Half-Hose, etc.

Agents for "Magic" Clasp Garters and Hose Supporters.

Dominion Agents for

Young & Rochester

Manufacturers,

LONDON, ENGLAND.

Spring 1903 Ranges Shirts and Shirtings

just received. Wait for our travellers.

French and English Prints.
Anderson's Oxfords and Zephyrs.
Latest Silk and Mercerised Stripes.

In **SUMMER VESTS** we can ensure perfect fit, and have the finest set of patterns brought into Canada.

Tress & Co.

High-class **LONDON**, Manufacturers,

HATS and CAPS

The "TRESS" Hat for Spring 1903 will be shown on October 1st.
For comfort with style, the "TRESS" Silk, cork-lined, is the correct Hat.

If not in Toronto write and arrange for our travellers to call.

STANFIELD'S

Unshrinkable Underwear

FITS ALL MEN

Whether tall or short, fleshy or thin. Stanfield's is made to wear. They fit the body perfectly, avoiding undue strain at any point. The drawers are made of heavier material, as they receive more wear. Special drawers, all seams double sewn, for miners, ranchmen and blacksmiths. Every garment carefully tested before it leaves the factory. Sold only to reliable dealers.

Sole Manufacturers:

The Truro Knitting Mills Co., Limited

Proprietors Patent No. 73731. TRURO, N.S.

HARRIS & COMPANY

Limited.

Rockwood - Ontario

MANUFACTURERS

Pure Woollen Goods

Wheeling Yarns
Overcoatings
Ladies' Suitings.

DIGNUM & MONYPENNY

Toronto and Montreal

Sole Selling Agents,

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

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Cor. Victoria Sq. and St. James St.,

MONTREAL.

♦♦♦♦

SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

collar. It is bound to be the most popular coat for all-round Winter wear, as it admits being worn on all occasions.

THE DRESS TOP COAT.

For the past year or two the very swell dress top coat has been a modification of the Chesterfield. In cut it is shorter, reaching only an inch or two below the kness, and hanging straight from the shoulders with a moderate fullness in the back. It is made of medium-weight dark material, and faced with silk on the lapels. No cuffs on the sleeves, and flap-covered side pockets are required. Other coats like the Newmarkets and the Kitcheners will still be worn, but not very largely.

THE DERBY HAT.

There are really few changes to note in the derby hats being shown this Fall. Flatter and broader brims than have been the fashion for some years are displayed, and this is probably the only distinctive change that has been made. Hats are always made in considerable variety to suit varied features, and what may suit one man may not suit another. Hence, no very decided alteration in prevailing shapes can be made.

TIES.

Some very simple and yet handsome four-in-hand ties are at present being shown. They are of the broad shape with pointed ends, and are made in silk of plum color, dark red, dark purple, black, blue black and olive green shades. Very fine quality of silk and beautiful dyes render these goods most attractive to a good dresser.

"BEAU BRUMMEL."

A Few Specialties.

In men's furnishings W. R. Brock Co., Toronto, are doing a large trade. Their men's neckwear is correct in pattern and styles. New goods are coming to hand every few weeks to keep stock up to date. Braces are A1 value, and what the trade requires. Colored shirts are new and good fitting—the gloves and mits shown were never better. Men's socks are trade attractors and winners every time. Two cases of their well-known cashmere, to retail at 25c., called "Brock-nit," were opened up this week.

Cleared Out.

Several Toronto firms, it is said, are lamenting the disappearance from the city of a nice-looking young fellow, A. G. Dunlop by name, who was the agent for Cluett, Peabody & Company of New York. About a month ago he kept an office in the McKinnon Building, but not being quite prompt enough in paying his rent, the story goes, that he was asked to leave. Thereupon he opened up on Yonge St. Meanwhile he had been going around to several business concerns in the city, "doing them up" as the saying is, in the most approved fashion. Just before matters got too warm for him he vanished mysteriously from the scene and a good many people would like to know where he has disappeared to. So far as his liabilities are concerned, his creditors say that the New York firm are going to be responsible for them.

Truro Knitting Works.

Mr. Frank Stanfield, of the Truro Knitting Co., Truro, manufacturers of unshrinkable underwear, was in Toronto recently on his way to some of the leading cities in the United States. The firm's factory building is six times larger than it was five years ago, but another wing is still to be added and Mr. Stanfield's visit to the United States is partly in connection with this new addition to the factory.

RETURNED Mar. 7/03



W. R. BROCK CO. S. B. "Paddock" Rainproof.

Breslyn Brothers Failure.

Breslyn Brothers, who carried on a shirt manufacturing business on York Street, Toronto, have failed. The firm was composed of the three brothers, who have conducted business in Toronto for the past seven years. Their liabilities are in the neighborhood of $20,000, divided between Toronto and Montreal merchants. A meeting of creditors was held on the 29th ult., at the office of E. R. C. Clarkson, the assignee, at which the wife of one of the members of the firm announced that an offer would be made. A committee was appointed to receive this offer. None of the members of the firm are at present in the city, and their whereabouts are not known.

A FALSE SIGN.

"Satan Died Here" is the sign hanging before an establishment in Topeka. But old Beelzebub is not dead. The proprietor was trying to say "Satin Dyed Here."

HATS and CAPS

Don't worry about placing your hat order for the coming season.

Wait for my travellers, they will show you the smartest styles and best values ever manufactured.

J. Arthur Paquet,
QUEBEC.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

THE REVIEW'S DIRECTORY OF AGENTS.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO.
Dry Goods Commission Agents.

Representing
- STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
- CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
- BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
- HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains,

A. ROLAND WILLIAMS, Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

Your Customers Hang Trousers On 'Em !

TRADE BERLIN MARK.
"We fear nae foe."

The BERLIN SUSPENDER.

Made IN ALL Grades.
Protect Home Industry!

The Berlin Suspender and Button Co.
C. K. HAGEDORN, Manager.
BERLIN, ONT., - - CANADA.

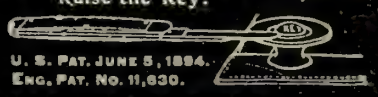


You'll lose your pants unless you get a box of Automatic Buttons.





To Unlock Button Simply Raise the Key.

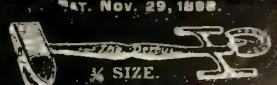


U. S. PAT. JUNE 5, 1894.
ENG. PAT. NO. 11,630.
NO NEEDLE REQUIRED.

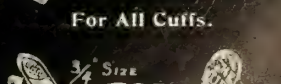
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J. V. Pilcher Mfg. Co.
MAKERS
914 Mason Ave., Louisville, Ky.

THE "DERBY" LINK
PAT. NOV. 29, 1898.



SIZE.
For All Cuffs.



¾ SIZE
"TIP"—Has Lever Button.



THE STAR
For Round or Link Cuffs.

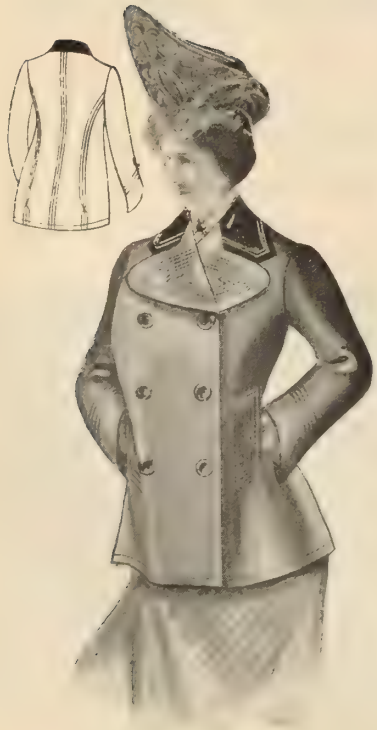
Autumn Styles

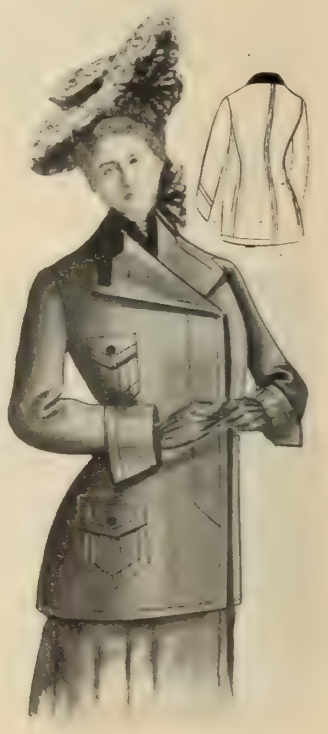
1902











S. F. McKinnon & Co., Limited,

TORONTO and MONTREAL

The Canadian Millinery Review

Fall Millinery Openings

Fashions in Fall Millinery.

BY L. D.

FALL millinery openings are over, and we begin to see which are likely to be the leading styles for Autumn and Winter wear. Almost all hats are characterized by the flat effect in both trimming and crown—indeed, some hats have no crown, only a band underneath to fit the head. Velvet, both ribbon and piece, chenille, breasts, quills, birds and ostrich feathers are used. Where they can be employed all sorts of fancy feathers, birds, breasts, ostrich flats are appropriate, although quills and wings are predominating. Wings are used in many new ways—they are laid under the brim of the hat or flat on the crown, and again they appear in unexpected places. A wing and a loop of velvet form the drooping trimming at the back. Sometimes the whole brim will be faced with wings, or one solitary wing will appear through a slit in the crown. Ostrich feathers are also treated in the same way, a long plume, after doing duty on the outside brim, will be pulled, like a piece o velvet, through a slash and made to trim the under side also. Jet ornaments are the ones favored by fashion. Cut steel and rhinestones will also be largely used.

Some very stylish hats are made entirely of fur, mink, trimmed with a scarf of lace and an osprey, being a great favorite. Others are in the fashionable grey squirrel, with drapes of panne velvet in blue or green, some with bands of ermine when they match the grey squirrel ermine trimmed coats which are the latest novelties of the season.

For wear with the rough wool gowns are hats of beaver, rough felt, or shapes covered with shaggy cloth and trimmed with velvet, quills, etc. The popular blue and green combination is oftenest seen in these kinds of hats. Browns, fawns, castor, oxford greys and navys are also very much worn, and, as the colder weather advances, we may expect red to come to the front.

For extremely dressy occasions, hats in white or cream and ivory, in rich materials, trimmed with bands of fur, chiefly ermine or mink, scarves of lace or chiffon, pearl and jet, passementerie, ostrich flats, etc., are shown. One of these was a mortar board fashioned of bands of white panne and Irish crochet lace, with tucked scarf of crepe-de-chine draped round the hat and with long flowing ends behind, held in place with cabachons and strands of pearls, with ostrich plume at the side. Another pretty model was a turban, with brim of mink, flat crown of folds of white silk and large bird, and bow in pale yellow velvet at the side. Yellow in all shades, from cream to burnt orange, is coming into popular favor; in short, it is said to be the coming color in millinery and neckwear.

In opposition to the numerous flat shapes are shown silky beavers with high crowns, in pale grey and black, or grey with a black brim. One of these of grey beaver had a crown like that worn by the Welsh peasant women, with the brim drooping back aud front. It was trimmed with a large bow of black velvet laid flat on the left side of the brim, and coque feather fastened to the crown in front by the quill, and hanging over the brim at the back and side.

A novelty that ought to take well with milliners are bands or strips in materials of different grades, varying from soft silky beaver to plain strips of felt. These strips are known as muffs, and vary in size from small squares to a yard-and-a-quarter lengths. These muffs are intended for draping, but in clever hands they will find uses innumerable. While they are high-priced, they are so beautiful that they require little or no trimming, and for this reason their use is not extravagant.

As in the past Summer there were two distinct styles in hats, the hat that was styled the shirt waist appears this Fall as the tailor-made or ready-to-wear hat, and is in much the same shapes as its Summer sister—the colonial, tricorne, the turban and kindred shapes, only in rough cloths and felts. They are intended to wear with the walking skirts and suits of rough wool for everyday occasions. The more dressy types are as elaborate as ever, and it is every milliner's duty to keep these two types distinct, and by so doing to be able to sell two hats where she formerly sold only one. Notwithstanding its long run black and white is as popular as ever, and the hats are made in this combination in numberless styles.

One of the best places to observe the trend of fashion is the first night at the theatres. The hats were all in the large dressy style and showed great quantities of ribbon, both in rosettes and streamers; in fact, ribbon was utilized in every possible way. They were of all colors, and velvet was the chief favorite, with liberty satin a close second. Some moire was used, and this ribbon should be noted as moire is coming into favor.

A pretty bonnet of black velvet and white satin had a coronet of black velvet held in place by jet ornaments, the crown of draped velvet, and a trimming of black velvet tabs lined with white satin at the side, ties of white liberty ribbon.

The crown of a stylish hat was black velvet, the folds held in place by a buckle of steel and rhinestones, the turned up brim of plaited black and white chenille.

A chic hat of fawn beaver had a castor felt crown, the brim caught up at the back with a shaded fawn and castor osprey and bow and ends of blue panne ribbon. A flat bow of fawn velvet decorated the drooping brim in front.

An extremely stylish picture hat of purple velvet had the crown encircled with a boa of black ostrich fastened with handsome jet ornaments. One end of the boa trailed behind and was intended to encircle the throat.

A lovely hat had the brim and crown of bias pieces of white felt put on in overlapping rows. The only trimming was formed of a scarf of exquisite black Chantilly lace with long ends at the back fastened with jets. A rough fawn ready-to-wear hat had shaded splashes all over and had the crown draped with brown velvet with flat bow and ends at the back.

THE WHOLESALE MILLINERY TRADE OF TORONTO.

THE wholesale milliners report that the trade, in all its branches, is in a satisfactory condition. The number of sales have been large, and price is not so much an object as style. In short, everything points to a very good season for the Toronto wholesalers.

ALWAYS A PLEASURE.

WHEN a representative of THE DRY GOODS REVIEW called at the warehouse of S. F. McKinnon & Co., Limited, and asked if he might take up the valuable time of one of the company for a few minutes, with a view of learning, for public information through these columns, some of the leading features in the millinery and cloak world, received the reply: "With pleasure," and the company's representative also said: "We look upon THE REVIEW or its representatives as friends of the trade, and as such are delighted to give any information or offer any suggestions which might be helpful to some of the thousands who read it.

"One visible feature at the opening of the season was the very many buyers from a great distance who visited our warehouse, and, although no more pleased to see the semi-annual visitors from a distance than we are those whom we see daily, weekly or monthly, yet it is encouraging to see the increasing



One of S. F. McKinnon & Co.'s Trade-Winners.

numbers each season who come thousands of miles to the Canadian centre from which millinery ideas and novelties are evolved.

"The great, and, therefore, leading features in hat creations are camelhair and plush effects which opened the season without opposition, and thus far firmly maintain their position, and, for the information of mutual friends, they will be holding the position when we meet a month hence.

"Ready-to-wear or outing hats have been much in evidence and appear to have a big influence even with the best trade. Another striking, important and much-to-be-desired feature in



One of S. F. McKinnon & Co.'s Leaders.

the hat trade is the complete change of character. The heretofore popular sailor and walking hat shapes do not cut much figure.

"There are many large, lofty, jaunty, rolling shapes, and just as many of the ever-graceful and lady-like shepherdess shapes in our collections, a style most becoming to the majority of ladies.

"Following closely in the wake of rough hats, camelhair felt and zibeline cloths are very popular in the manufacture of the most up-to-date millinery. Silk velvets in plain and panne; also long nap plushes, are sharers in high-class millinery honors, black and white being particularly prominent and popular.

"We must not overlook ribbons in this class, they being not only popular, but make one of the richest combinations ever employed in the manufacture of millinery; in fact, plain ribbons in all widths are showing much selling strength.

"In the feather department, breasts, wings and birds have been strong features during the month just closed. Feather pompoms and ostrich goods, particularly in black and white feathers, have been very good. The ready-to-wear list has created a big demand for the pompom. The foreign buyer of

Wholesale Millinery

Big Business

We are experiencing exceedingly busy days.

The Secret:
Correct Goods and Value.

Give us your business and you will enjoy BIG BUSINESS.

The D. McCALL CO., Limited

this firm, who was abroad for three weeks, returned early in September, and new goods, such as here described, specially selected by him for our opening trade are daily coming to hand."



"Lelia" Shown by The D. McCall Co., Limited, Toronto.

Their manufacturing department is more than busy, and large repeat orders are daily being received for their "Perfection" jackets.

In addition to their own 14 millinery travellers, special representatives are now out with their extensive range of Spring jackets, skirts and blouse waists and parasols, all of which are high-merit trade-winning lines, and should be seen by all buyers.

* * *

GOULDING & SONS.

AFTER the hurry of a successful opening, Goulding & Sons are settling down to a steady and satisfactory Fall trade. Their representative reports that the flat effect is the point of style in both ready-to-wear and dress hats. The best sellers at present are the rough felts, but velvet hats, with ostrich plumes, will be most in demand as the season advances.

What is known to the trade as two-piece hats, in rolled sailors, turban, and shepherdess shapes in black, brown, castor, fawn, grey and red, in rough felts, are the most called-for lines. Blue and green combinations are in demand for the present, but will hardly last the season out. There has been a very brisk trade in white felt hats for Fall, but this is now declining.

In some lines Toronto-made hats are coming into competition with American goods and milliners would do well to see these lines.

J. D. IVEY & CO.

MR. IVEY reports a large trade in rough felts, and expects that velvet hats and soft beavers will be in great demand later in the season.

* * *

THE D. McCALL COMPANY, LIMITED.

WHEN our representative called on the above firm we found them in a very busy state of preparation, receiving and opening up new lines of goods and getting in readiness for the rush of sorting trade. Their buyer left for the European market at an early date and they were just in receipt of the many novelties required for this season's headwear. In the hat department we found it filled with the very newest and up-to-date models in New York styles, the greater number being shown in the camelhair effect, a very pretty flop called the "Modiste" of camelhair (reeded), being shown in all colors, including white. In the ready-to-wear style, the "Princess" is a very becoming shape, cabled edge, trimmed with rosette, quills and velvet; also noticeable among the turban effects was the "Ellsmere," trimmed with white velvet binding, corded velvet trimming and steel buckle. In misses' hats the "Lelia" is a charming effect in camelhair, rolled brim sailor, trimmed with corded velvet, bound, and sateen rosette.



"Princess"—Shown by The D. McCall Co. Limited, Toronto.

They were also showing a large range of felt in piece goods, including plain and camelhair. These goods are in great demand and consequently very scarce and will, no doubt, be big sellers throughout the season, also Astrachan and zibeline effects. In the staple department they are showing the old-time plushes, in black and white, an article of great demand;



One of S. F. McKinnon & Co.'s Popular Coats.

also satin soleil, couche, and mirror velvets, having just received an assortment of the most popular shades, and also in velvets and velveteens.

Their large stock of ribbons, including taffetta, satin, and mousseline effects for neckwear and millinery purposes, has also been replenished and is one of the best assorted in the trade. In the flower and feather department they had everything wanting in the way of fancy wings, birds, and millinery materials, there being no end of variety of each which came to hand since their opening. The plain wing is a very useful trimming for this year's millinery, being of a pliable nature so that it can be used to advantage in almost any way desirable. We also noticed a large assortment of birds, including sea swallows, white pigeons, blackbirds and an endless variety in colors. In fancy wings, the variety would be too numerous to go into detail. In this department they show a large variety of pompoms for ready-to-wear hats. They are also showing a complete assortment of ornaments, having replenished their stock with fancy cabachons in steel, pearl, jet and silver.

* * *

OTHER HOUSES.

Smith, Whyte & Runciman report an extremely busy season in all lines.

J. M. Woodland was too busy to say much, but trade was very satisfactory with them.

Business in Montreal.

Caverhill & Kissock's Fall millinery opening broke all records. Fully 25 per cent. more business resulted than ever before. This is due, apart from the annual increase in their trade, to the excellent taste shown in making their selection of millinery. The array of hats, materials and trimmings was one of the most beautiful yet shown on this continent.

A good business is still being done. In ready-to-wear hats, in particular, an active trade is doing. A representative of Caverhill & Kissock said to our reporter: "We are doing exceptionally well in the mohair effects in ready-to-wears. The colors which appear to have the preference are black, oxford and navy, although a number of others are going well also. In trimmings, wings are still much in demand with us, and polka dot velvets are good. Those with the larger dots seem to be coming more and more into public favor.

"Velvets are very good, particularly in the higher-priced goods. We are better prepared than ever to supply the demand in velvets this year, not only in the finest goods, but in the medium grades as well. The demand for louisine and light fabric ribbons continues active. A great many of them will be worn during the coming seasons in whites and colors.

"Compared with former seasons, business has been of the best. The few days of cold weather which were experienced after the openings stimulated the demand in Fall and Winter millinery considerably."



The Production of S. F. McKinnon & Co.

Barathea cloth, in dots, figures and stripes is a very strong line with The Niagara Neckwear Co., fashioned into reversible four-in-hands and folded squares.

HONORED BY HIS FELLOW TRAVELLERS.

T. Harry Dodgson, one of John Macdonald' travellers, who was married recently to Miss Alice Myrtle Johnston, of 88 Huntley street, Toronto, was presented, in honor of this event, by his fellow employes with a handsome piece of furniture and an address, as a token of their esteem and regard. The address was presented by John Macdonald, the head of the firm.

Hats . . .

Novelties received in this line every day. All colors, in all popular shapes :

"CALDWELL," "JARBEAU," "SHEPHERDESS,"
"SAVOY," "PHYLLIS," "ARGYLE."

Ribbons . . .

IN ALL VARIETIES.

Velvet in Satin and Velvet in Taffeta, Glace, Louisine, Duchess. All widths, all leading shades.

Have you seen our **35c. White Silk Edge Velveteen**

In Black and Colors?

Fancy Wings and Mounts

This department is kept complete by new goods arriving every day.

New Spot Veils

IN ALL SHADES.

Jackets and Mantles

All sizes in following lengths : 30, 36, 38, 40, 42-in. Black, Oxford and Fawns in all prices. Also Golf Capes.

CAVERHILL & KISSOCK,

Montreal.

Also at VANCOUVER, OTTAWA, TORONTO, QUEBEC, HALIFAX.



Good Outlook for the Fur Trade.

THE fur trade, which has opened much earlier this year than usual, shows every prospect of great activity. Nearly all the buyers of the wholesale houses have now returned from Europe and large purchases are reported. The trade in the Northwest has opened briskly and repeat orders are already being sent in. The market in almost every line of furs is brisk and firm, the widespread prosperity causing the demand in both America and Europe to be of far larger proportions than usual. The most special feature of the fur trade is the great stiffening which has occurred in Persian, which is now undoubtedly the most popular fur, and that which is in the greatest demand. Some of the wholesale houses have laid in fully three times the stock in this line as in previous years. The price of Persian during the last two weeks has been steadily advancing, and a still further advance is expected. This is due chiefly to the increased demand, but the slight shortage in the supply of Persian this year tends, of course, to raise the price. In both astrachan and Persian a better and more fancy line of goods is now demanded. The Persian jackets trimmed with mink and marten are now in special favor ; there is also a great call for ladies' fur-lined jackets, neck ruffs, etc. Caperines with storm collars are now being displaced, in some measure, by long scarves with stole shapes.

Electric seal jackets are much in fashion now. Orders are pouring in on all sides to the wholesale dealers, and these complain of nothing save the lack of sufficient competent workmen to meet the large demands.

Hat and Cap Factory for Truro.

The industries of Truro, N. S., are about to be increased by the introduction of a cap factory. Mr. W. P. Walmsely, the projector of this enterprise, who has already installed an electric motor to drive the sewing machines and other machinery, expects to have thirty or forty machines in operation shortly. The firm is to be known as the Maritime Hat and Cap Co.

* * *

Revival in the Hat Trade.

The sluggishness in the hat trade, of which the hat dealers complained during the months of July and August, has entirely disappeared, and from the opening of the Fall Fairs business in this line has forged ahead far in advance of the records of previous years. Orders to manufacturers far exceed those of last year, and these for the most part indicate the return to popularity of the soft hat. Hats of the shepherdess style are now selling well, while in many cases a fancy grade of straw hat constructed on wire frames is replacing the machine-made hat.

There is a tendency at present to larger and wider hats, with a heavy rolling brim in the stiff hats. During the last few weeks many fine Dunlap and Stetson hats have been received, the former being 5¾ in. deep with 2¼ in. brim, while the latter are deeper with a more tapering crown. A more conservative hat is that of Henry Keith, London, Eng., which has a somewhat broader crown. There is also a new Christy hat much like the Keith in appearance, but with less roll on the brim.

In soft hats, there are many new features this season. A hat very popular in New York is now being introduced by the Toronto dealers. This hat has two creases instead of one in the crown, and will, doubtless, match well with long or loose overwear. A Panama brim hat, fashioned on those Panamas so popular during the Summer time, is also offered. These hats are thin and, like 90 per cent. of the hats now in style, are unbound.

In colors, browns have been replaced by slates, which are now in great demand. What is rather unusual is that stone grey and light colors will be in fashion for the Winter months.

In silk hats, there is little change. The styles are somewhat similar. They are medium in size, a 6-in. crown being the average at present. The only new feature is that these hats are now slightly belled in the crown.

A special hat, which should be popular for the Winter, is the ford grey. This hat has a raw edge, a black band, and is marked by two ridges running at right angles from front to back and from side to side.

A great range of clerical hats, crush opera hats, hunting caps, travelling caps, leather boxes, etc., are also displayed.

Good sales are also reported in New York styles. A new color, the "Sideen," for Spring and Fall hats has made its appearance this season.

* * *

The Mighty Magic of the High Hat.

By G. C. Henry, Treasurer of Dunlap & Co.

It can be neither convention nor cost that makes the high hat an idol ; for it is worshipped as sincerely and worn as proudly by the cannibal containing its rightful owner as by the dressiest clubman parading Fifth avenue or riding in Rotten Row.

Neither the personality nor the station of the wearer brings to it honor or shame ; it is equally admirable on the head of President, plumber or pastor. It is venerated for an intrinsic lordliness, the evident aristocracy in its lines, that shows as plainly as does good blood in the shapely limbs of a thoroughbred racer or good breeding in the bearing and the bow of a gentleman.

On the contrary, the stateliness of the high hat exudes a distinction that shines like a halo around the blest head it crowns, making mediocrity seem highest worth, and apotheosizing distinguished merit. But, as with those precious stones of fable whose light became clouded when evil persons wore them, the hat-halo never glows around the cranium of the unworthy. Though the hat in its most splendid sheen and sweet shapeliness surmount it, no gleaming honor circles the graceless head ; affrighted, the glowing glory has withdrawn into the hat, like a timid snail into its shell.

That is the mighty magic of the high hat, a wondrous mystery until analyzed by contemplative inquiry ; but simple and easily intelligible then.

Darwin tells us that prehistoric man possessed the power of directing his large prehistoric ears to the front, upward and backward, as a horse does ; and by way

SEASON 1903

Felt Hats, Caps and Straws.

Our representatives are now on the road with fine display of samples in

Milner
Stanley
Cooksey
Carrington

} **In Exclusive Styles and Colorings.**

Exceptional Value in Soft Felts at $10.50, $12.00, $15.00 and $16.50.

IMMEDIATE DELIVERY—We have on hand sample dozens of the latest designs in Felts for the Fall trade which we are closing out at specially low prices. Write for samples.

James Coristine & Co., Limited

St. Paul and St. Nicholas Sts., MONTREAL.

The Buckley Hats

Free Advertising:
Artistic Posters for Spring—
Great incentive for Trade.

The Waldron, Drouin Co.
Limited
Montreal.

Sole Agents for the famous
BUCKLEY & SON'S HATS.

of proof points out that a feeble remnant of that ability is still with us, enabling us to stir those organs slightly.

Every one has observed the range and exactness of unconscious expression there is in a horse's ears. Laid back they mean anger; pointed forward, intense curiosity; upright, they indicate serenity; one back and the other forward, they stand for mischievousness.

Did man possess his ancient ears and a similar power over them, they would be the means, likewise, of making public some of his emotions all unknown to him. The same result is reached in a measure by the high hat, whose long, almost parallel side lines give an effect close to that which the long, moveable ear must have produced.

Possibly, then, it is instinct working on the principle of reversion which makes the high hat idolized alike by savage and swell; but passing that, let us see how it further sanctifies the saintly, and still more glorifies the glorious, while refusing to give lustre to the dull or grace to the graceless.

The good man and the great man, all men of worth and virtue wear their high hats at all times correctly, with the top, when walking erect, parallel with plane of the sensible horizon. Its front is a continuation of the line of the forehead, giving the effect of great height to that feature, and thus suggesting great brain ability. The erect and even position, like the ears alluded to when upright, betokens that uniform serenity which marks a gentleman.

But observe the rake, with his high hat hung on three hairs on one side or other of his foolish head. And note the man in angry dispute who shoves his hat to the back of his fiery poll. And to the scandal-seeker who peers from beneath a brim pulled well over his vicious eyes. How like the working of the horse's ears in all their attitudes, except that betokening severity!

Thus it is that in the wearing of it the high hat is the touchstone of worth, trumpeting for glory when present, but most loudly announcing the fact when it is absent.

* * *

Fur Market of Leipzig.

(By Oliver J. D. Hughes, U. S. Consul at Coburg, Germany.)

Nearly the whole fur trade of the world concentrates itself in the two cities of London and Leipzig; but as about two-thirds of the London furs, which are sold at auction, go to Leipzig, the result is that the fur market of Leipzig is really the greater of the two. The Leipzig warehouses receive raw and half-prepared furs from Siberia, European Russia, America, Australia and China, making the business of the fur exchange worth from $15,000,000 to $17,000,000 yearly. The chief article of import is the raw Astrakhan from Bokhara, which comes via Nizhni Novgorod, this product reaching an importation figure of about 1,000,000 skins, each of which is worth from $2.06 to $3.35. With the cost of tanning and dressing added, the value of this trade amounts to from $3,000,000 to $3,500,000.

The second most important division of goods includes sable furs, of which about 50,000 skins, each worth from $50 to $100, are imported yearly. Of fox skins, nearly 30,000 pelts are tanned and dyed yearly. Lamb skins average about 1,000,000 per year.

Formerly, Leipzig handled annually about 4,000,000 Russian squirrel skins, which were bought mostly in England; but as the fashions of long-fur garniture on ladies' dresses disappeared, the demand was reduced to 2,000,000 pelts. The tails for boas are mostly imitations of marten and sable tails. The sale of the pelt of the white fox in this market amounts yearly to about $500,000, which is about the whole available product of the world's markets.

* * *

The King's Ermine Coronation Robe.

As most of our readers are aware, one portion of the King's dress at the recent Coronation consisted of a magnificent ermine robe. The King's robe was a masterpiece of human skill, and thousands of skins had to be picked over before a perfect match could be attained, and it is safe to say that owing to the great scarcity of the better quality of ermine it would be impossible to duplicate the King's robe.

PERSONAL MENTION.

Mr. John M. Garland, of Ottawa, was recently in Vancouver.

While boarding a car in Berlin recently Mr. Robert Cameron, traveller for the Garroch Bros., wholesale smallwares, of Listowel, fell and fractured the knee cap of his left leg. It will be months before he will recover the use of his limb.

Mr. John E. McCurdy, of the firm of McCurdy & Co, Sydney, C.B., has just returned from England, where he has been purchasing the Fall and Winter goods for the firm.

Mr. Rich. Wright, dry goods merchant, of Winnipeg, has returned recently from a purchasing trip to Europe, during which he visited France, Switzerland, Germany, Belgium, as well as the British markets.

Mr. Ralph Smailes, of Rendell & Co., general merchants, Greenwood, B.C., was in Toronto last week on business. He was particularly interested in making purchases of ready-made clothing.

Mr. Claude Forsyth, formerly of the men's furnishing department of Boehmer's Co.'s store, Berlin, has entered the house of The W. R. Brock Company, Limited, Toronto.

WILL MANUFACTURE LADIES' READY-TO-WEAR GARMENTS.

There has been organized at Halifax, by Jas. Anderson, a joint stock company, called the Britannia Manufacturing Co., chiefly for the purpose of manufacturing ladies' ready-to-wear garments.

The company are in temporary quarters at present, but by the end of the year they will be located in a new factory on Sackville street, where all the up-to-date ideas and latest mechanical devices will be brought into operation.

The company will make a specialty of manufacturing ladies' skirts, but will also make blouses, wrappers and white-wear. They will also handle other lines of women's and children's ready-to-wear not of their own manufacture. Large orders have already been received, and, with ample capital at their back, it is thought that they will receive a large share of the trade of the Maritime Provinces.

A FIRM'S REMOVAL.

Douglas & Ratcliff, the well-known paper dealers, Toronto, have removed to more commodious premises, 30 West Market street, a step necessitated by their increasing business. They will be pleased to hear from old and any new customers at their new address.

The "Velvo Chameleon" silks, the production of The Niagara Neckwear Co., have been sold out several times. In fact, they now do not pretend to keep up with their orders on it, being satisfied to fill back orders on cravats just as fast as they can get the silk from the looms.

UNSHRINKABLE FLANNELS.

The ordinary purchaser hesitates over the question of shrinkage, and looks askance at anything labelled "Unshrinkable." The adjective "unshrinkable," indeed, is out of favour, and naturally so. Through constant disillusionment the public has grown suspicious of any article so described. This "finish" and that "finish" have been so lauded, and, to use a recent celebrated phrase, "placed in a bright light," that after discovering the hollowness of their pretensions, the public is slow to believe that it is really possible to obtain a finish which is, in the plain simplicity of the word," unshrinkable." There is, however, no reason why the word should not be rescued from its unfortunate associations and restored to a proper place in the vocabulary of the trade.

This is a good work which Messrs. Edward Ripley & Son, Limited, Bradford, England, have largely helped to do. Already they have with their "Pirle" finish for dress goods established



W. R. Brock Co. "Lilly" Waterproof.

the claim "will not spot" as an actuality. Now, by the introduction of the "Riplene" finish for flannels, they have accomplished the rehabilitation of the word "unshrinkable" as a trade term.

The most severe tests have been applied to prove the unshrinkable quality of "Riplene," and in every case have been most gratifying in their results to the manufacturers. The relief of the general public in finding their purchases, such as flannel suitings, withstanding the influences of the weather and of the laundry may be imagined.

The Dominion Suspender Co.'s Christmas lines are the largest this leading firm of brace-makers ever put on the market. They contain novelties and styles never before shown, including velvet webs mounted with sterling silver trimmings.

CATALOGUES, BOOKLETS, ETC.

TENTS, FLAGS, ETC.

Jas. W. Wood, wholesale manufacturer of Ottawa, whose business has increased rapidly during the last few years, has issued a 50-page catalogue, depicting the various articles manufactured and disposed of by his firm. Most prominence is given his tents, consisting of 14 different styles of various sizes and prices. A cut of each style is given, below which the numbers and prices are conveniently detailed.

In addition to the tents, the catalogue shows other articles manufactured by this company, consisting of a great variety of sails, horse blankets, ducks, ropes, bags, awnings, oiled garments, flags, etc The catalogue concludes with the depiction of lumbermen's supplies with illustrated cuts, of which this firm make a specialty.

A 50C. LINE OF BLOUSES.

A large purchase of ladies' Fall blouses were opened out a few days since by The W. R. Brock Co., Limited, Toronto, containing clearing lines to retail at 50c., far below cost of production. They are good patterns and colorings, and cannot last long, the firm being unable to repeat at the price. Order at once.

STYLES FOR THE FALL SEASON.

Neat booklets are used by E. & H. Tidswell & Co., of London, England, to advertise the large range of goods manufactured and handled by them. One book, plentifully supplied with an admirable range of cuts, contains a list of shirts, blouses, ruffles, laces, veilings, insertions, galoons, scarves, cravats, collars, aprons and belts, all distinguished by their variety, beauty and value. Another book with a neat cover deals more fully with laces, veilings, collars and robes. In a third there are shown illustrations of some effective muslin aprons for servants, which are worth noticing.

FURS

THESE ARE A FEW OF OUR ORDINARY LINES:

Best quality Electric Seal Jacket, 25 in. long,	$27.50
" " " Muffs, - - -	2.90
Very finest quality Alaska Sable Ruffs, 6 tails,	6.50
" " " " Muffs, - -	7.00
Good quality fur-lined Cape, inside collar and down fronts of Thibet, 33 inches (a splendid seller), - - - - -	10.75

Compare these prices with those you are paying, and see if you do not find it to your advantage to deal with us.

Rutenberg & Alexandor

Wholesale Furriers

504 ST. PAUL STREET, MONTREAL

PYRAMID HAT BOX

Made in various colors



Two sises

No tapes

Folds flat

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THE MERCHANTS MERCANTILE CO.

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MANITOBA FELT AND YARN WORKS FOR SALE—nearly new; 65-horse-power engine; good chance to increase business; is situated in one of the best districts in Manitoba, in City of Brandon; best of shipping facilities to all points; will sell at a bargain if sold at once. For terms, apply to Jabez Elliott, Brandon, Manitoba. (10)

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THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.

THE C. G. YOUNG CO.
RUBBER STAMPS
AND SUPPLIES
No. 1 Adelaide Street East, - TORONTO

WANTED

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinary Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treeted as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

AGENCY FOR CANADA.

WANTED—For my Ladies' and Children's Mantles Manufactory shrewd and intelligent representative, residing either in Toronto or Montrea'. Must be thoroughly familiar with trade and customers. Apply with full particulars and references to V. Manheimer, Berlin W.56, Germany. (10)

WANTED.

WANTED—Hat and fur salesman for Winnipeg retail store; good wages to right man. Apply, P. O. Box 523, Toronto. (10)

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has no equal as a saver of time and money for the buying and selling of goods from distant points.

The travelling salesman found this out long ago. Others are learning the truth daily. Bear it in mind.

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From Liverpool.	STEAMER.	From Montreal.
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" " 21	LAKE MEGANTIC	" Nov. 6
" " 28	LAKE CHAMPLAIN	" " 13
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FIRST CABIN—Single, $52.50 and upwards. Round Trip, $99.75 and upwards
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Capital Subscribed -	$2,000,000.00
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Assets, over - -	2,320,000.00
Annual Income -	2,300,000.00

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The dry goods trade offers a good field for well-wrapped parcels.

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COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

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Specimen Copies free on application.

Established 53 Years

TO THE TRADE.

October 1902

Samples

We have now in the hands of our travellers, who will call upon you shortly if they have not already called, samples for Spring Season 1903, of Prints, Muslins, Carpets and House-Furnishings.

The reputation of **CRUM'S PRINTS** is established. We are selling agents in Canada and have been for years. Our selection of patterns for the coming season surpasses any former season, and the assortment is larger than usual. Notwithstanding the advance in price of Cottons, our prices for Prints will be the same as last year.

We are also showing samples of White Muslins for the **JANUARY WHITE GOODS SALES,** in Organdies, India Mulls, Victoria Lawns, Nainsooks, Lace Stripes, Satin Checks, Piques and India Linens.

Every detail in Carpets and House-Furnishings for Spring Season have been gone into thoroughly, the best values secured, the latest and most salable patterns selected and the assortment

Greater Than Ever.

John Macdonald & Co.

Wellington and Front Sts. E. TORONTO.

THE

DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, NOVEMBER, 1902. No. 11.

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Tidswell's

ARE MANUFACTURERS OF HIGH-TONED

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WILL DO THIS FOR YOU.

Ever popular because of their

STYLISH EFFECT and WEARING QUALITIES.

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SATIN **Ribbons** WIDE

LADIES' **Gloves** MEN'S

"KIMONA" **Wrapperettes** JOB

DRESS CHEVIOTS — Special F1, Greys, Black, Greens now in stock.

BLOUSE STRIPE SILKS—New colorings in grade, to retail at $1.75.

TAFFETA SILKS—Blacks, to sell at 50, 65, 75 and $1.00. Colors to sell at 75c.

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RIBBONS—4-inch Satin Liberty, all colors, including Reseda, Lori, Parroquet, and Jacco, to retail at 25c. per yd.

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PLAIN and RIBBED CASHMERE and FLEECED COTTON HOSIERY.

RINGWOOD GLOVES — Men's and boys', plain black, white, cardinal, mixed-heather, and fancy patterns, to sell from 15c. to 75c.

MUFFLERS—Black squares, mercerized, to sell for 25c. Pure silk, twilled, plain or tape-bordered, to retail at 75c. to $2.00. Fancy checked and striped cotton, cashmere, and silks.

HALF-HOSE—Heather mixed, heavy weight, mending cards attached.

UNDERWEAR, SWEATERS, OVERSHIRTS, WATERPROOF JACKETS and COATS.

Examine our range of HANDKERCHIEFS and FANCY LINENS for Christmas Trade.

SPRING **Prints** GRAND RANGE

Travellers are showing Prints, Domestic Cottons, Dress Goods, Curtains, Muslins, Embroideries, Laces, Whitewear, Underwear, Hosiery, Colored Shirts, etc.

LARGE RANGE — NEW AND CORRECT STYLES — PRICES RIGHT.

DEPARTMENT SYSTEM. WRITE FOR SAMPLES. VISIT OUR DEPARTMENTS.

Letter-Orders-Promptly-Shipped. **WYLD-DARLING** COMPANY, Limited.

THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

THE

Confederation Life

ASSOCIATION issues policies on all approved plans of Insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

W. H. Beatty, Esq., PRESIDENT.

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W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO.



"Rooster Brand"

UNION MADE

Working Shirts, Double Bib Overalls, Snap Wrist Jackets

WILKINS' PATENT SAFETY WATCH POCKET.

Working and Dress Pants.

Put in a line of these Union-Made Goods and see the Union Men buy them.

KIDS' KLOTHING, Blouse Wash Suits, Manly and Norfolk Flannel Suits, Etc.

The "Niftiest" Stuff in Canada.

Men's Outing and Summer Suits, Hot Weather Coats and Fancy Vests.

ROBERT C. WILKINS, Montreal

S. GREENSHIELDS, SON & CO.

MONTREAL.

Before Stocktaking

we have a number of clearing lines to offer at special figures, which in many instances are

Below Mill Prices.

It will be to your advantage to visit our warehouse during this month, or see our travellers' samples.

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000. Employees, 12,000

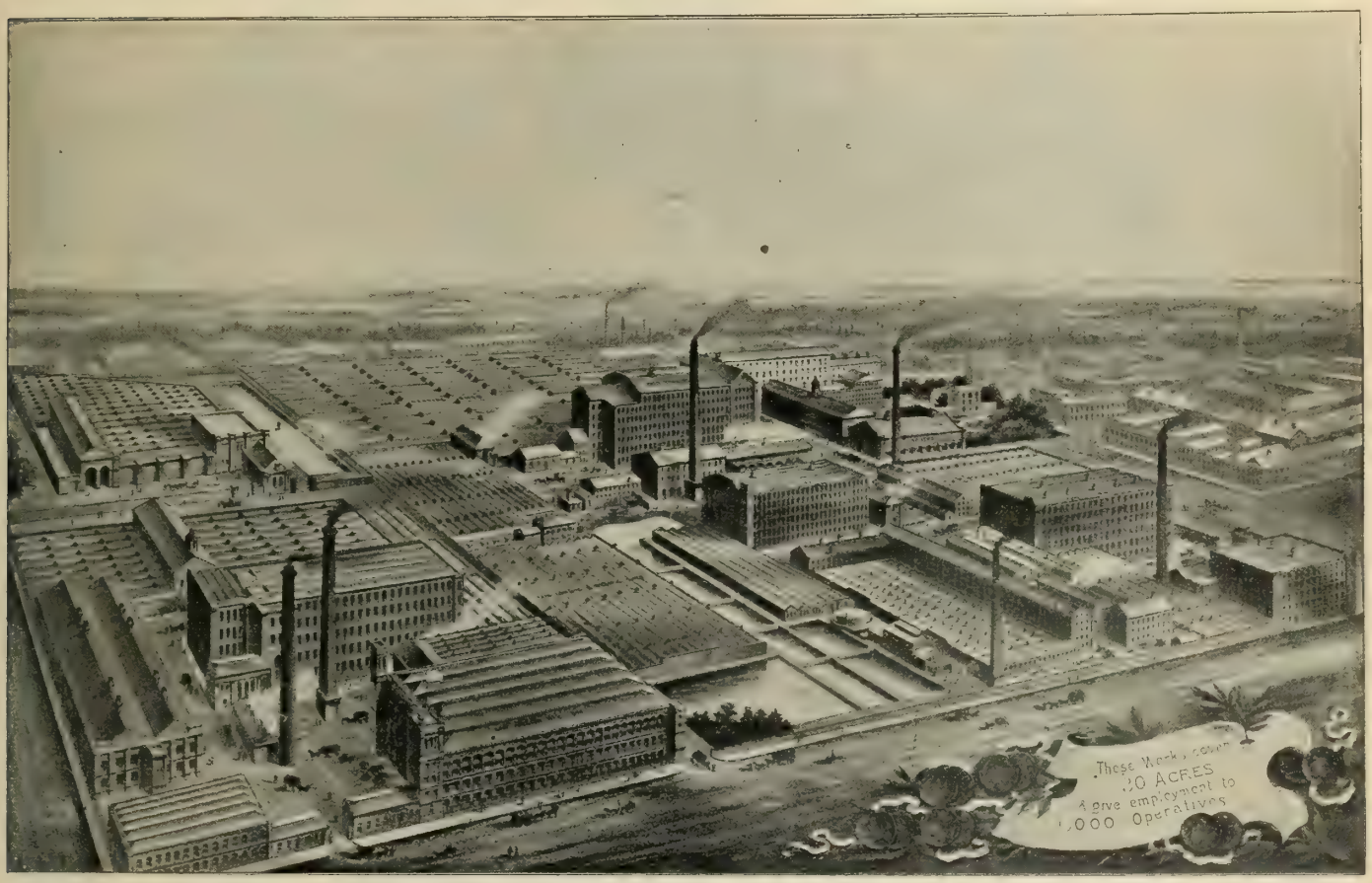
LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

Horrockses, Crewdson & Co.

LIMITED

COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, 107 PICCADILLY, MANCHESTER,
5 LOVE LANE, LONDON, E.C.
7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS 1900.



"EXCELDA"—A NEW FABRIC FOR HANDKERCHIEFS.

Points about the "Excelda" Handk'fs.

AFTER WASHING LOOKS LIKE NEW

MORE SERVICEABLE THAN SILK

ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

MADE IN A VARIETY OF STYLES, PLAIN AND PRINTED.

EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA

CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.

NOV 15 1902
RETURNED



"Moving"

is the order of the day, and as we will move into our big, new warehouse about the early part of the new year, we must close out the bulk of our present stock before then.

Our travellers have reduced prices and job discount lists of nearly every department, and we can make good money for you if you will let us.

See what we are offering.

The Lace Warehouse of Canada

Kyle, Cheesbrough & Co.

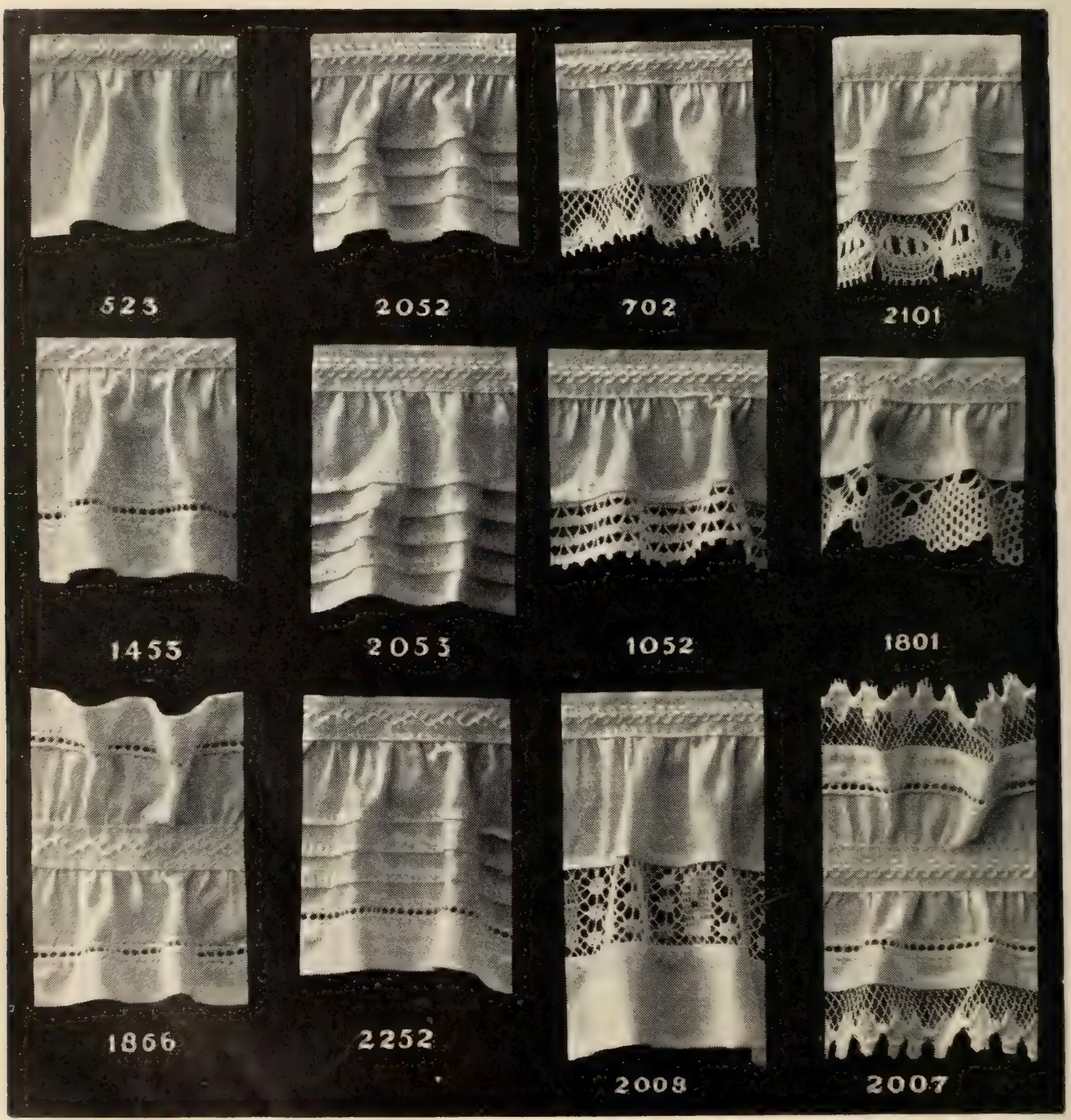
16 St. Helen St., MONTREAL

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

The Standard Umbrella Mfg. Co.

MAKERS OF

THE CELEBRATED STANDARD

Our Trade Mark is on every umbrella manufactured by us, and guarantees quality.



Samples on Application.
Correspondence Solicited.

Umbrellas, Parasols and Sunshades.

We would especially draw the attention of the trade to our "**SUKRAM**" Umbrella, which is guaranteed to be absolutely waterproof, and is the latest production.

Our **M & F Self-Opening and Self-Closing Umbrellas** have already gained the lead on the market and are the quickest-selling Umbrella of the day.

6 Lemoine St., MONTREAL.

The "DORCAS" Thimble



Made in three parts
The inner & outer STERLING SILVER
And the intermediate STEEL
HORNER'S PATENT
THE MOST
POPULAR THIMBLE
OF THE DAY
May be had from

H. PEARCE, 1667 Notre Dame St., MONTREAL.

DO YOU STOCK THEM?

Sole Manufacturer, CHAS. HORNER, 29 Vyse St., BIRMINGHAM, ENG.

The W. R. Brock Company. (Limited)

TORONTO.

SPRING 1903.

Samples of Prints, Dress Goods, Lace Curtains, Carpets, etc., are now on the road with our travellers.

The Assortment is Larger and Superior in Styles to anything shown in previous seasons.

The following specials will interest buyers:

PRINTS

H 13, 14, 15, 22, Fully Mercerized, can be retailed at 12½c. worth 15c
H 16, 17, Mercerized Sateen (clearing lot) 20 c. " 25c.
H 18, Double Warp Sateen " 20 c. " 40c.
H 19, Fancy Jacquard - - - 12½c. " 20c.
800, Heavy German Print - - 12½c. " 15c.
77—11 books 32-in. extra heavy cloth to retail at 10c.

DRESS GOODS

W H 31—40-in. Coating Serge, can be retailed at 25 c. worth 40c.
W H 32—50-in. " " " 50 c. " 75c.
A M 20—39-in. " " " 25 c. " 35c.
A M 21—41-in. " " " 35 c. " 45c.
C B 1, C B 2, Coverts and Twills " 25 c. " 45c.
V 26—36-in. Velours - - " 25 c. " 30c.
Cream and Colored Silk Stripes for Blouses " 50 c. " 75c.

THE CANADIAN
DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, NOVEMBER, 1902. No. 11.

WIDE-AWAKE RETAILING.

DEALING WITH TIRESOME CUSTOMERS.—BY A. W.

ONE of the many annoyances in the daily life of a merchant is the tiresome customers. Of these there are many kinds, from the lady who comes in to purchase a spool of thread and has most of the dry goods spread out on the counter before she leaves, to the garrulous old farmer who expects the merchant or his clerk to listen to an hour's talk about the crops, interrupting himself occasionally in the endeavor to "batter down" the price of some article he intends to purchase.

Then, there are the people who go from one store to another, not to buy, but to "price." They will go into a store, examine minutely certain articles, inquire the prices, consume half an hour of the merchant's time, promise to call again to-morrow or next week and go direct to the next store in that line and go through the same performance there. Having made the rounds, and finding that they cannot do better at one place than another, they go back to the firts store and buy, unless in the meantime they have come to the conclusion that they did not want to buy at all.

Women are the worst offenders in this way, but some men are just as bad. It takes them an unconscionable long time a-buying, and while they are at it other customers are waiting impatiently for their turn, not to mention the traveller whose train leaves in an hour, and who is restrained by business etiquette from "breaking in" on a customer.

Some merchants have learned how to dispose of tiresome customers without offending them, but others allow themselves to be robbed of much valuable time every day without making any effort to save themselves from this annoyance which they seem to think is unavoidable, and a part of the business.

By keeping the customer to the point, and by not introducing any subjects that will distract the customer from the fact that he came to buy and not to talk, a merchant can do much to save his time and yet not offend the most sensitive customer.

Do not let your customer away before she has bought what she intended to buy and a few things that she did not intend to get, but get her into the way of making her purchases more quickly and with less loss of time to yourself. A tactful merchant can accomplish this without any loss of custom, and, indeed, can do it so as to please rather than offend a customer, who, after all, may be a slow buyer because the merchant is a slow seller. Then, when he remembers those customers who have been waiting for him to get through with the one ahead of them, and the traveller who has missed his train and won't get home till Saturday night instead of Friday afternoon, he will realize the value of time and make his customers realize it too.

RETAILERS SELLING BY CATALOGUE.

MUCH can sometimes be gained by following the examples set by the departmental stores in conducting their business. There are now in the United States a number of large retailers who have commenced sending out catalogues of their goods, and thus building up a mail-order trade.

According to a New York paper the cases reported are chiefly from stores which conduct a business of from $100,000 upwards annually, and their trade is chiefly with well-to-do and wealthy families.

One of these catalogue dealers is located in Harlem, and has an annual business of upwards of $500,000; he orders new goods twice a week, at which time his catalogue is revised, showing the list price every Monday. When the goods are delivered on that day, these catalogues are given out.

They include nearly 1,000 different articles, and the prices of at least 200 of them are changed every issue. For this purpose the retailer has a small printing press on which the forms are kept constantly standing. It is, therefore, but little trouble to correct and strike off a few hundred sheets once a week.

But it is much of a novelty after all, and, no doubt, brings good results, or the dealer would not bother with it. It enables the customers who usually order their supplies from the house to keep posted on the change in prices—which is quite a convenience.

It would be of little service, however, to a retailer of the ordinary class, or, say, those who do an annual business of $10,000 to $15,000, for most customers of that kind order at the store and ascertain all changes in price there.

As the total cost is less than $4 a week, it need not be called extravagant nor a fanciful pastime on the part of the retailer.

* * *

WHY PEOPLE PASS THE STORE.

A large number of people go past your doors day after day and never come in. They buy the kind of goods you sell, but they buy them somewhere else. There are other people who buy of you year in and year out, and never think of going anywhere else. Now, why do they do it? You know just why your present customers find it desirable and profitable to buy of you rather than any competitor. These reasons, if they can hold your present customers, will stop that throng that goes by your door and bring it in.—H. A. Wilber.

* * *

The average wide-awake merchant is always on the alert for trade-winners, and nothing is easier for him than to push articles which have already met with public approval. Well-advertised articles are naturally the ones upon which the public has set the seal of approval.—Progressive Advertiser.

DRESS GOODS

FEATURES OF THE TRADE

FEATURES OF THE TRADE.

A LARGE number of the travellers have now gone out on their respective routes, carrying with them samples of dress goods material for the Spring trade. It is as yet too early to judge how the various styles and materials are going; but the orders already received indicate that the trade is at least willing to stock the new styles in good quantities.

* * *

AMONG the fabrics that are to be much worn for Spring, challies take an important place. A variety of figured designs are shown, many of them floral patterns. A frequent style is a satin stripe in either self color or white. This will be used a great deal.

* * *

FINETTELAINES will be offered in designs and colors much the same as those worn in Fall. Voiles are to be good. Such light shades as white, cream, light slates, etc., will be in good demand. Plain colors are frequently shown; but the most interesting feature of the season in voiles will doubtless be the snow-flake patterns—if these tiny white specks cast carelessly over the goods constitute a pattern. In voiles and in canvas cloths, which are to be much worn, the snow-flake patterns are really the only new things shown. The "flakes" vary in size from fairly large ones to the smallest specks.

* * *

EOLIUMS are also good, stripe effects having a decided lead. Mohair cloth, in navy and white and black and white is given a prominent place. Grenadines, of course, will have their usual sale. The patterns shown for Spring, 1903, include several new ideas which are likely to eclipse the ordinary designs. In some of these the braid effect is carried out on a new plan, and produces a pleasing innovation. Lace effects in grenadines are also to be good. The range of prices is from 50c. to $3 per yard, some of the very finest goods being expected to go unusually well.

* * *

JOBBERS have great confidence in lustres. Blacks are being offered in the usual quantities, and creams, navys and cardinals will be good. Sky blue will be seen in many of the lustres. It is a Summer color which will go well.

* * *

CREPE de chines are well thought of. Satin cloths and poplins are also to the front again. Melange mohair, in dark greys and blacks and greys, is shown in quantities.

* * *

THERE is still a liking shown for the shades that have been popular this Fall. Paris or ecru is good. Creams, fawns, three shades of slate, navy, old rose, reseda and white are all to be worn much. Browns are selling at present fairly well, but the great demand that was expected for them has not materialized. In all materials shown, green — especially reseda—is very prominent.

* * *

WHITE in Spring and Summer dress fabrics is perhaps the most interesting feature of the new styles. It is apparent that it is to be a "white" season. Not only plain white grounds are shown, but, in the fancy goods, all sorts of patterns and colors are produced. Black patterns on white grounds are particularly strong.

* * *

A FREQUENT design in several of the fashionable materials, like voiles, canvas cloths, etc., is a small jacquard effect, of which much is expected. These small, self-colored spots have always been more or less a favorite among the wearers, but for the coming Spring season they will be better sellers than usual.

* * *

A NEW thing in the canvas class is a tweed effect—a good imitation of the appearance of tweed cloth. This is a Canadian-made fabric, and the trade should not fail to examine it. It should be a very successful introduction for Spring, 1903.

* * *

IN the heavier cloths there is a good trade doing, both for present and Spring business. Serges are going as usual. Zibelines, friezes and homespuns are all moving well. There is some scarcity in zibelines, and prices are stiffening.

* * *

RUSSELL cords are going well. The metallic velvets have been a great success with those houses that handled them; and not the slightest difficulty was experienced in disposing of all their lines. Corduroys have been moving well.

* * *

THE Scotch plaid effects in all-wool cloths are now being carried by the travellers, and indications are that the business in these will be large. Many of the cloths have the hairy, zibeline effect, which is well liked. The feature in the colorings is the great preponderance of greens and blues to the exclusion of brighter colors. In some of the patterns, however, a stripe of red appears, and where it is not too bold looks well. Jobbers expect a good deal of these plaid cloths.

* * *

A LOT of cashmeres and friezes are now being sold for the early Spring trade. Prices are firm on wool goods, owing to the lack of liberal supplies, and some cashmeres that sold last Fall at 22½c. are now selling at 24c. Other wool cloths that were worth 27½c. last year are now taken at 30c. It is impossible to repeat orders at present prices, and higher figures may be asked in the Spring.

* * *

FOR street wear the black and white checks and knickerbocker weaves in black and white give every indication that they will occupy a high place among the popular favorites, and knickerbocker effects in brown and white, blue and white and green and white may also be looked for. Rough basket weaves in heather mixtures, with an occasional camel's hair, will also take a high place, and tweeds and friezes in the same heather and granite tones are all shown. Galway and Donegal tweeds, with an occasional splash of red or blue, greys with a blue splash being a particular favorite, and flecked and Scotch suitings will certainly play an important part in the Spring trade.

HINTS FOR THE SILK DEPARTMENT

AMONG all the varied stocks carried to-day by the general merchant, or even the department store, there is none that gives character to the store more than the silk department or counters. Great prestige for a store can be made in any community by a well-handled stock of silks. In the matter of stock-keeping (this is intended more for the small retailer, as in the large stores good stock-keeping is insisted on) very few merchants devote enough care to this very important detail.

For a small cost regular silk wrapping paper may be had, the very heavy, two faced kind with white lining, with which nice uniform cases for keeping silks can be made. If silks are kept in these cases and in their proper folds, they show up to the very best advantage, both for showing in the department and window trims.

Open up one-half of the piece, lay the other half on a stand, let the open half fall down in front of stand, take one fold and make what window-trimmers call the wing fold back over the piece. This makes a very nice drape for the window or counter and it is impossible for the goods to become damaged. Any retailer can increase sales by showing his customers how to use certain goods in this connection. Remember black peau-de-soie and taffeta for light coats next Spring! The silk coat is an æsthetic novelty, but it is jaunty and has a rich appearance for the money and has evidently come to stay. It only takes four to six yards. If this is brought to the notice of lady customers numerous sales may be effected.

There is much truth in the hackneyed saying: "You can't sell goods unless you have them." Let any retailer have a well-assorted stock of silk in proportion to the size of his constituency, and providing he displays them nicely in his windows, and properly on the counters, he cannot help but do business. Properly handled the silk department can be made a stong magnet for trade to any store.

In these days of quick retailing, when the wholesaler and jobber will cut any length, the retailer can carry a nicely assorted stock of dress and waist lengths on very little money, and many a fastidious customer can be pleased by having exclusive patterns. Silk dresses can be sold to many people if the merchant can give them his word that the design is confined to himself and that this is the only one of the kind in stock.

At all European centres prices are firm and, as far as can be seen at this writing, are going to hold at the last advance. The cause of this is, of course, the shortage of raw stock. All the silk conditioning houses are short.

Forecasts for spring show no startling innovations in styles. In the plain silks bright blues, greens, reds and intense colors are gradually supplementing the more æsthetic pastel tints which have been worn so long. As was to be expected, the Coronation robes have given a new lease of life to some materials. Among these are the grand weights in peau-de-soie, duchess satin, etc.

In fancy silks for present and Spring delivery, there are some beautiful designs and colorings in stripes, checks, lace stripes and insertions. Warp printed taffetas and louisines are still strong favorites, especially for Spring.

Black and white and combinations of these colors will have to be remembered, as they are still gaining in favor.

There is still ready sale for moire antique for separate skirts, etc.

FANCY MUSLINS FOR SPRING TRADE.

In fancy muslins, Brophy, Cains & Co. report a very heavy demand for Spring—a feature being the eagerness to buy early, early delivery being guaranteed. Mercerized effects—of which they show a large range—seem the favorites, but all prices from the lowest up are selling freely.

READY FOR SPRING.

S. Greenshields, Son & Co.'s dress goods floor is at present a scene of great activity. The new Spring goods have recently arrived, and travellers have gone on the road with samples. From the first orders received, it is evident that they are carrying the sort of goods with them that the trade wants, and their trips are likely tobe successful. The company have made a special effort this year to meet the demand, and the range of goods is unusually large. Besides the challies, voiles, grenadines, and other light cloths, a vast array of heavier effects is shown. "Cravenette" cloth is again to the front. Messrs. Greenshields have had great success with this cloth. For Spring and Fall wear it is unsurpassed.

In this department there has been an active trade in cashmeres. Scotch plaid effects are shown in large assortment, and are selling very well. In the velvet lines, the metallic goods have been a very fast-selling line with this house.

STRONG FEATURES.

In ladies' dress goods, zibelines, box cloths, venetians and corkscrew weaves are strong features this Fall, and so have French opera flannels. John Macdonald & Co. report a big trade in these, and also many sales in ready-made goods, like skirts, blouses and flannellette wear. They are also doing a good trade in fancy wool goods of all descriptions. Silks, in blacks and whites, andcolored taffetas, black, white and colored satins, black peau de soie, low-grade ribbons in silks, satins and taffetas, and fancy neck ribbons are having a good demand this Fall. This firm have a large assortment of them to supply their customers. Velvet ribbons in cotton and satin backs are also favorites with a large class of buyers.

Of applique and banded collars this firm have a great variety, suitable for the present season. They have a complete range of black, colored of their reliable brands of "Imperial" velveteens, and their stock of cashmere hosiery and ladies' and children's clothing is well-assorted and large.

A POINTER FOR RETAILERS.

Merchants all over the country will do well to hold all orders for next Spring's dress goods until they have seen the samples to be put on the road about the beginning of this month by the Wyld-Darling Company, Limited, Toronto. This house will undoubtedly show the largest range of dress materials ever before carried by them. These will comprise mattings, knicker effects, crepe de chine, bayadere effects, snow flake mixtures, hopsackings, as well as a complete range in plain goods, such as satin cloths, venetians, amazons, cheviots, cashmeres and serges.

At present a very active sorting trade is in progress, the sales to date being far in excess of those for last season. The firm's stock is well assorted in their noted dust-proof cheviots, Nos. D 17 to 25. These goods continue to be special favorites with the trade.

In box cloths, venetians, amazons, and all face cloths, some exceptional values are at present being shown, capable of retailing at 50, 75, 90c., $1.00, $1.25 and upwards. These come in all desirable colors.

The Wyld-Darling Company's silk stock is well equipped in such staple lines as peau de soies, taffetas, tamolines, surahs, Japans, etc. Some novelty effects in blouse stripes, in exclusive styles and colorings, are also being shown.

"SWAGGER" DRESS MATERIALS.

THE REVIEW takes pleasure in presenting illustrations of some of the "Swagger" fancy dress materials for present and this Winter's wear.

By their adaptability plain cloths, such as broads, venetians, llama cheviots, etc., still hold first place as dress materials. By a great many people of taste the plain cloth suit is still considered the essence of good dressing, and while tucks and folds continue to play such an important part in the formation of gowns some smart things are developed from them.

For some time past there has been a wail going up for novelties which is threatening the popularity of the plain stuffs. This season there is a very comprehensive showing of fancies, and we might say the predominating point in the present season is the very extensive use of mixed goods.

Zibeline is a strong favorite and is certainly a handsome material, with its soft lustrous finish relieved by a sprinkling of camel's hair.

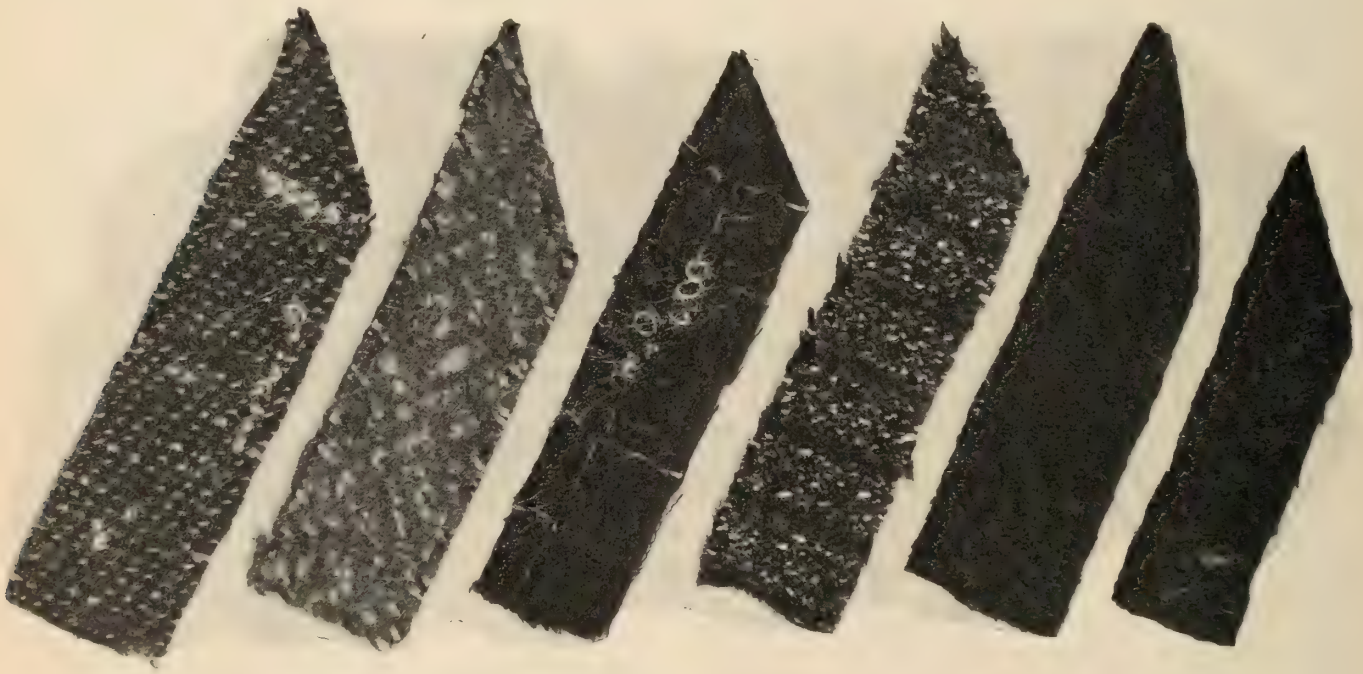
Real Scotch materials have a footing in this market not easily encroached upon. The plaids, broken checks and knickerbocker mixtures are especially good this year. The wearing qualities of these goods have won for themselves a place in the minds of those particular people who love a good article.

As predicted by THE REVIEW, there is ready sale for almost anything in fancy materials in the heavy-textured stuffs adapted for fashioning tailor costumes. These are particularly sought after by people who like distinction in dress.

In New York the snow flake effects are ready money. Plain grounds with a plentiful sprinkle of white snow flake. In this goods browns, blues, reseda, maroon, etc., are the leaders, although of course some of the other colors have a place. The white on the dark colored ground seems to impart a certain illuminating effect, which is very pleasing. Domestic broads, llama cheviots, are decidedly new in the plain weaves.

Just to give a passing note on evening wear, we might mention "æolians." They are the "swell novelty," a beautiful, soft, filmy creation. Nothing finer could be imagined for the particular styles of evening costumes worn at present. They fill the want for a material that can be made up fussy without looking dowdy.

Swagger Fancy Dress Materials in Tweeds.



Broken Check. Snowflake Knickerbocker Plaid. Novelty Stripe. Zibeline. Tufted Camelhair.

At no time in the history of the dress goods trade in Canada has there been a brighter outlook for a profitable season in this department. From careful buying most every dealer finds himself in just nice shape to sort up properly. The wholesalers are not heavily stocked which has the proper effect of keeping prices firm.

LITTLE KNICKER EFFECTS.

W. R. Brock Co., Toronto, report that popular lines in dress goods this Fall are all with little knicker effects, both for coats and skirts. A light-weight vest is popular in blacks and whites in a big variety of designs. In colored fawn shades, clays, greens and greys are shown and are particularly strong. Cheviots in plain black effects are going to be just as strong as ever. These suitings seem to run right into soft, clinging effects, and goods such as crepe de chine, eolienne, etamine in very open effects are the most popular.

Black silk grenadines in lacy effects and silk spot mousseline de soie are features this Fall. There are a large variety of blouse goods still being sold by this company. The Arcadian stripes are the leaders. Black cashmeres are shown in a large variety of designs. These are being shown for dresses: A big range of fancy muslins, open sheer organdie effects, linen shades; silk linens, linen tussores in the plain shades and with contrasting silk stripes; and nicker chambry effects in pale blue, pink, old rose, green, white, cream and linen shades. These are all sold by The W. R. Brock Co.

This company have a large range of 66-in. organdies in plain white and black to retail at from 35c. to $1. In silks, they have a range of taffetas to retail at from 35c. to $1.25, and Bonnet's peau de soie to retail at from $1 to $1.25. They also show louisine and black satin of which they have a full range of colors in taffetas, louisines, tamolines, red-colored satins and satin liberties. Altogether this firm have 10 ranges of fancy silks in light, medium and dark colors.

A GRANDUCHESS' GOWNS.

A correspondent from Paris says: "A good idea of the latest and most exclusive fashions was gained by a glimpse at the trousseau made for the pretty and popular Grand Duchess Helene of Russia. Through the courtesy of Beer, who made a

Velveteens, Silk Velvets and Sealettes

are lines much in demand for the present season.
We are well assorted in both Blacks and Colors.

PLAIN AND PRINTED PANNE VELVETS, in all shades, for Cushion Covers and Fancy Work.

OUR SILK DEPARTMENT is well assorted in Black and Colored Silks and Satins, Peau de Soie, Taffeta, Tamolines, Moire, Tussore, and Bengaline, in all the desired prices.

BLACK WOOL BENGALINES just received, in a complete range of prices.

THE BLACK VOILES, CREPOLINES, DRAP DE PARIS, AND POPLINS, just passed into stock, make our ranges complete.

A RANGE OF COLORED CREPOLINES, ALSO COLORED SILK AND WOOL VOILES have just been added to the department, in the following shades : Cream, Sky, Pink, Old Rose, Pearl Grey, Slate, Fawn, Brown, Navy, Reseda Green, Electric Blue, Royal, Cardinal, Black.

JUST RECEIVED A REPEAT OF R340 PRINTED WOOL SATEEN BLOUSINGS, in all the best selling patterns, to retail at 50c.

W180 SILK EMBROIDERED HENRIETTA in the following shades : Cream on Cream, White on Cerise, White on Cardinal, White on Helio, White on Brown, Black on Red, Black on Cardinal, White on Green, White on Fawn, Helio on Brown, Helio on Black, Cardinal on Royal, Cardinal on Navy, Cardinal on Reseda, Cardinal on Grey.

W176 SILK EMBROIDERED OPERA FLANNELS in Light, Medium and Dard Shades.

D178—OUR SPECIAL LINE OF HEAVY WOOL SATEEN VENETIAN CLOTH—repeat order just received making range of shades complete.

BROPHY, CAINS & CO., - MONTREAL

number of the royal gowns, I am able to give a description of some of the most successful gowns it contains. One of these is a ball gown of white tulle with white satin ribbon stripes, and a flounce of real lace headed by a garland of ribbons tied at intervals in graceful bows, and this, by the way, is an arrangement much liked by Parisian dressmakers, as it admits of the play of much individuality. The corsage is bolero in effect, with white satin ribbon stripes, and richly trimmed with lace. On the left shoulder is a cluster of liberty gauze roses, and a wide ceinture with a bow at the back, falling below the waist, completes the gown.

Another dress for afternoon wear is of white crepe-de-chene over rose with narrow bands of velvet running round the skirt and ornamenting the waist, the whole lavishly trimmed with the fashionable English embroidery. Another ball gown was of tulle over a spangled silver ground with Louis XVI. velvet bows and pink muslin roses in pompadour effect.

One of the court dresses made by Froeth is of white satin embroidered in diamond stars and trimmed with garlands of white roses. Another evening gown is a copy from a famous picture of Maria Lecozinska, and is of rich pink velvet, embroidered in silver and diamonds.

Raudnitz made the tailor gowns. One of these of light cloth had a sun-pleated skirt. Another street gown is of pastel china crepe, incrusted with old lace, and completed by a boa of sky-blue feathers. A white china silk embroidered in silk is oddly trimmed with a chinchilla stole and yoke of Irish guipure, and a gown entirely of English embroidery, trimmed with incrustations of Valenciennes lace and Irish guipure.

One exquisite house gown is of white mousseline de soie, and is trimmed with Venice lace, and made with a large Watteau pleat down the back and trimmed with Venice lace insertions. The sleeves are incrusted with the same lace.

DRESS GOODS NOTES.

A shipment of black wool poplin has just been received by Brophy, Cains & Co.

52-in. and 54-in. dress meltons in black and colors to retail at popular prices are offered by Brophy, Cains & Co.

A complete range of black and colored serges is in stock with Brophy, Cains & Co.

There is considerable talk about the advance of French wool henrietta, but Brophy, Cains & Co.'s stock of black and colors are complete at old prices.

Some very dainty colorings in printed panne velvets are being shown in Brophy, Cains & Co.'s silk department.

Three good lines in striped homespuns in the several colorings at Brophy, Cains & Co.'s Ask for samples.

All numbers in black and shades in colored velveteens can be had forthwith by writing Brophy, Cains & Co.

Brophy, Cains & Co. say there has been a great demand for black and colored dress nets this season.

A complete range of shades in costume corded velvets in stock at Brophy, Cains & Co.'s.

Brophy, Cains & Co. have a full line of colorings in W226 wool satin cloth.

The correct thing in black grenadine can be had from Brophy, Cains & Co., and several new designs have just been added to the stock.

If you are short of any shades in our W180 silk embroidered henrietta for blousing, do not hesitate to let us know. We have them—Brophy, Cains & Co.

When in Brock's Montreal warehouse, the other day, we noticed their second-floor staff opening up large clearing lots of venetians in quite an assortment of shades.

Homespuns in black, navy, greys and mixtures now in stock. Just quote the price and quantity required and you will have them promptly—Brophy, Cains & Co.

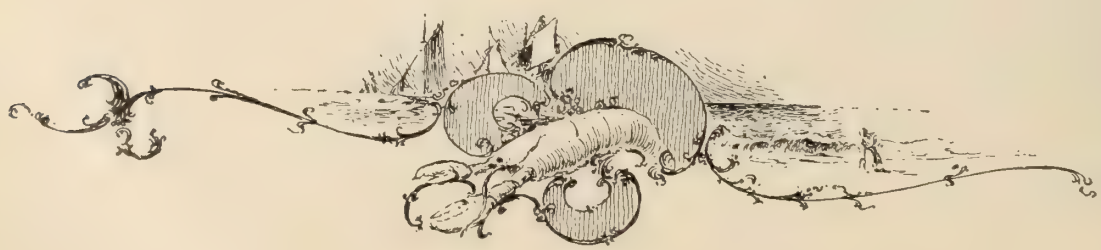
A complete range of covert cloths for tailor-made garments is now in stock They will do your dress goods department good. Get some from Brophy, Cains & Co.

A nice assortment of art draperies and designs is in stock with Brophy, Cains & Co. for immediate delivery. These are American goods of the choicest patterns and will likely go rapidly.

The cool weather and other conditions have created a demand for mantle velvets and sealettes. You can get well suited by asking Brophy, Cains & Co. for either samples or stock.

You will find it well worth your while to write Brophy, Cains & Co. for sample of printed wool sateen cloth for blousing; much more durable than low-priced opera flannel and just as cheap.

This has been a big season for zibeline effects, and some desirable designs and qualities have just been added to our large dress goods department. Samples on application at Brophy, Cains & Co.'s.



Telegraphic Address: "ENSIGNS, LEEDS."

E. Procter & Co.

Flag and Banner Manufacturers

(Machine-Sewn and Printed)

BUNTINGS, Etc.

Flags and Banners for Hotels, Restaurants, Cricket, Football, and Golf Clubs.

Lettered Advertisement Flags and Banners of all descriptions to order.

Ships' Flags, Decorative Flags, Best Bunting and Make.

Brookfield Mills, Saynor Lane, Hunslet Road, Leeds, England.

We are prepared to place our Canadian Agency in the hands of parties either in Montreal or Toronto. Address all applications to the Editor of THE DRY GOODS REVIEW, Toronto.

Knox, Morgan & Co.

Wholesale Dry Goods .... HAMILTON, ONT.

See our Prints and Ginghams

..... FOR .....

SPRING 1903.

We are this month showing a very extensive line of the **newest ideas** in all lines of **Wash Fabrics.** Please reserve orders until you see our samples.

SPECIAL IMPORTATION FOR HOLIDAY TRADE.

Fancy Ribbons
Ladies' Silk Ties and Handkerchiefs
Gents' Silk Neckwear.

LETTER ORDERS receive special attention.

Our London Fashion Letter

Louis XIII. and Restoration Styles Lead - Curious Ideas in Bodices—Gowns Embroidered with Metal and Silk Galoons—The Bolero Hat.

London, October 18, 1902.

FROM Paris comes the pronouncement that the Autumn races, the Grand Prix Municipal, brought forward nothing new in its sartorial inspirations. To this and the Spring meeting, fashion observers look for opportunities to note some new or variation of the existing mode. Their report is that apparently modernized Louis XIII. and restoration styles lead, but there is a very wide field for choice in other modes that have no particular period for their source.



A New Pattern in Warm and Unshrinkable "Viyella" Undergarments for Day Wear.

Illustration from a new booklet, "'Viyella,' For Day and Night Wear," just issued by Messrs. Miller, Son & Torrance.

Curious ideas prevail in regard to the cut of bodices and coats worn with outdoor costumes. To some coats of Newmarket type, medium-length skirts are attached, and for pleated short skirts in walking costumes short jackets or coats with small habit backs are designed. It has been recently hinted from more than one quarter that bolero bodices were going out of favor. This does not appear to be correct if the new costume models are taken in evidence. A number of these becoming bodices in which the bolero is



The Latest Pattern in Cosy and Unshrinkable "Viyella" Sleeping Suits.

Illustration from a new booklet, "'Viyella, For Day and Night Wear," just issued by Messrs. Miller, Son & Torrance.

either closed in front or open to show an embroidered tight-fitted vest that may be either of light-toned cloth, kid or suede, and may further have small tassels or drop ornaments of silk and gold galore or steel.

* * *

Many cloth gowns are lightly and elegantly embroidered with metal and silk galoons, and quite a new idea is to apply to cloth motifs in stamped or cut-out suede or kid, enriched with silk or metallic cords to outline their design. Velvet and velveteen are much favored for out door, tailor-made gowns and coats and look extremely well in the fashionable brown shades. These are usually cut

LISTER & CO., Limited

Manningham Mills, BRADFORD.

Silk Velvets IMPROVED Finish. Black and Colors.
For Millinery and Dress Purposes.

Panne and Mirror Velvets,
Coronation Velvets,
Silk Dress Plush.

As the demand for Silk Velvets is expected to be large,

EARLY ORDERS ARE URGENT.

Dry Goods Merchants and Milliners Interested.

No really good salesman will offer a customer goods that have become soiled or shelf worn or that are out of date.

To avoid this, without losing this kind of stock, send the goods to us to be cleaned and dyed in up-to-date colors and patterns. All kinds of dry goods—ribbons, braids, hosiery, feathers and plumes—are handled successfully by us.

—We have been doing this work satisfactorily for 26 years—
—Send for price lists.

R. Parker & Co.

Dyers and Finishers,

Head Office and Works: 787-791 Yonge Street, TORONTO, ONT.

MONTREAL BRANCH: 1958 Notre Dame Street.

upon simple but elegant lines with pleated skirts and short coatees or boleros worn over very handsome shirts of white silk or satin enriched with ecru guipure. In these styles it would appear that the basques or skirts, added to the short coat were part of that garment when in reality they are attached to the skirt itself, the division being hidden under a shaped waist band of embroidered velvet cloth or passementerie. To many of the newest cloth costumes there are pelerine-shaped capes with long stole-shaped fronts added. These are either trimmed with narrow fur bands or applications of lace or embroideries, and handsome drop ornaments on the fronts. These additions to the costume are made always in the same material and are trimmed to correspond with the trimming on the gown, which by this means is made to do duty for street wear and house wear as well. A black supple cloth costume in this style was ornamented with black jet and a lattice work trimming of black chenille.

The bolero hat of black chenille had a flat crown of white kid also embroidered with jet under a similar lattice work of chenille and a tuft of black ostrich tips on the left were held by a big button of jet and chenille with two long jet and chenille tassels pendant from it. Tassels and drop ornaments find a position on nearly every stylish toilette. They are used even on pleated costume skirts, where they drop from bands of cloth, silk or velvet laid over, the part that is stitched down to the knee line, to fall into box pleats at the lower part.

Ruches of taffetas are favored trimmings for costumes and millinery. As an example, full sleeves are banded around the arm above the elbow with a full ruche of fringed cut taffetas. A Paris hat from "Lewis," in the favorite bolero shape, is made of nothing but shot blue taffetas ruching with a pom-pom ornament on the left side; also formed of ruched silk and having gilt and blue chenille ornaments dangling from them.



A Luxurious Motor Coat.

Made by Lovegrove, a London specialist in motor garments. It is in white bear with rever collar, cuffs and front facings of white Australian foxskins and heads. The animals' heads have crystal or strass eyes, and the whole garment is lined with brick-white satin.

HIGH-CLASS VELVETS.

Canadian dry goods merchants will find the lines of Sidney Blumenthal & Co., New York, both interesting and profitable. They include high-class novelty designs is velvets for costumes and millinery, and plushes for millinery and dressmaking. Their velvet ribbons are considered by a large portion of the United States trade to be superior to foreign goods of similar value. Wherever the latest styles and designs are required this house will be found one of the most advantageous to deal with. Besides the acknowledged fine quality of their goods, their proximity to the Canadian market and consequent ability to make quick deliveries should make them a favorite with the Canadian trade. In the plain black and colored velvets they are prevented by the duties from competing with European manufacturers, but in fantasie velvets, cotton back velvet ribbons, etc., they can undoubtedly supply samples for the Canadian territory that will result in mutual advantage.

SPECIALTIES IN FLEECE GOODS.

The W. R. Brock Co., Limited, Toronto, are offering some special lines of fleece goods, one being children's waists, with buttons attached, wherewith to support the hose, called "Comfie"; another being children's combinations in all sizes and vests and drawers separate. A special feature in the drawers is that the leg from the knee down is made of elastic-ribbed cloth, which clings to the limb and allows the stocking to be put on without showing objectionable wrinkles. All will retail at popular prices.

GOODS FOR THE BARGAIN COUNTER.

November is stock-taking month at the warehouses of W. R. Brock & Co., Toronto, and all odd lots and broken ranges must be cleared out before the month ends. This is good news to bargain-hunters. In addition to this welcome news they have their travellers' sold out samples all ready for sale. They make grand ammunition with which to load bargain counters or baskets. The best selling lines always get sold out first, consequently you can receive the most attractive lines at a big trade discount reduction.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.



** This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

ADVERTISING to bring business is very like fattening pigs for the market—you must keep right on with it. No man succeeds in fattening a pig by feeding it well one day and famishing it the next, neither can the merchant put money in his purse by advertising a portion of the year and neglecting it the remainder. An ad. must be continued—driven right home, as it were. To advertise correctly is to advertise continuously. Merchants who have gained wisdom by experience thoroughly realize that very few people reply to an ad. the first time that it is brought before their notice. Of course, this does not apply to women and bargains. The very first bargain ad., if well written and catchily set, usually strikes home where it is intended to. I am speaking of some staple article which must be advertised steadily, but with proper variation and judgment, of course, in literary composition and typesetting.

Extract from a two-page ad. of "The Fair," Chicago. A good heading for a special sale:

Another Week of

Most Unusual Bargain-Giving.

Another week of crowd-gathering prices—a most opportune time to buy fashionable apparel—Fall and Winter merchandise of every description. The unprecedented success of our Anniversary Sale this year has urged us to continue the remarkable selling one week longer. Never before was the response to our advertisements so great as at this sale. Those who patronized us profited by the bargains, and this is the best kind of an advertisement. To still further strengthen our position with the majority who believe in getting the most for a dollar, we will, during this week, sell all classes of merchandise at prices that economical buyers would not want to overlook. There are many items quoted in this ad. which you are doubtless familiar with and must recognize as being very cheap, but what we are very anxious to impress upon you is that items, such as clothing, women's coats, suits, furs, millinery, etc., of which type cannot represent the value, are the best bargains printed below.

When an ad. appears but once a week in a daily paper people forget that they ever saw it. Speaking of women and bargains: Men may laugh, but women will shop, and quite right they are. Shoping is a part of woman's work. It is generally compulsory upon her, for Adolphus George scorns the idea of entering the store to ask for canned peas at three for a quarter, or socks for little Jimmy at six pairs for 50c. He would much prefer lording it around and paying 12½c. per can for peas and 25c. per pair for his son and heir's hose upon any ordinary occasion. He has a soul above bargain day. Woman, on the other hand, does not have to be coaxed or coerced into shopping, she knows it is her bounden duty, just as sweeping the parlor, cooking the dinner and dressing the children. Necessity compels her, as the housewife, to economize.

Women the Ad.-Readers

* * *

The one thing every merchant must keep in view who wishes to reap the best results from the money expended in advertising is to so conduct his business and make his announcements that the public will recognize the business integrity of the house and the entire reliability of any announcement he may make. This must be a fundamental principle of permanent success.

The following attractive and catchy ad. appeared in a recent issue of a New York journal. It was neatly embellished with a cut of the firm's name at the top and a mechanic's square held in position by two hands at the side on which was prominently displayed the words "Promises and performances."

On the Square.

Our performances square with our promises—in short, our word is our bond. What we offer, that we give, the statements made here will be verified at the store. Everything listed is just like cut and just as described—no deceptions permitted under any considerations.

You get goods of good quality when you buy here—we've a reputation for that "better kind" of home furnishings. Other stores cheapen the quality of their goods to get prices down—we force 'em down on superior qualities through great purchasing power. There isn't a concern that can compete with us—we care not whom you name.

Seasonable and sensible from a New York house.

Blankets and Spreads.

Important news for all whose supply of bedding is inadequate for Jack Frost, whose arrival, in the very nature of the season, will be sudden—to-day, to-morrow or next day. Bear us in mind when blankets are to be bought. Our stock never dwindles to the apologetie state. In the heart of hardest Winter, or during Summsr's hottest, you'll find assortments exactly as they should be Not a tenth of the good things ever gets into the types. But what you want is here—alwavs here—and the price oftener than not is less than you expected to pay.

Business-Bringing Advertisements

The next thing is to have his announcements so prepared that not only will their literary construction be above criticism, but with such a knowledge of primary ideas and the typesetter's art that he will be able to properly emphasize the leading thoughts of lines of goods by an appropriate display of type. It is only thus that the public in these days of universal advertising and rapid living can be induced to read and act upon his announcement, which to the man who is paying for it is of more importance than all the other combined ads. in any medium.

* * *

Like the farmer, the advertiser sometimes finds that the harvest follows the planting very quickly, while, at other times, the result is slower. So much depends upon the character of the seed, the knowledge of the sower of the required conditions, and the field or the soil in which it should be sown.

Characteristic Wanamaker talk, which some of the readers of DRY GOODS REVIEW may be able to apply to their own use.

'Wanamaker's, Because—"

Why should you choose Wanamaker's? If articles are to be bought, why not go anywhere? There are hundreds of other stores; and there are other good stores, of course.

But Wanamaker's is different.

You know this, if you know Wanamaker's at all. Why is it?

May we suggest some possible reasons?

For forty years the Wanamaker aim has been to give security and satisfaction to every customer.

For twenty-five years Wanamaker's has been the new kind of a store, with the one resolution, made new every morning, that this store shall be better than any other—better than even the Wanamaker's of yesterday.

We might be proud, no doubt, of the past and its achievements; but this would not be Wanamaker's if we did not think more of to-morrow than of yesterday. This constant looking forward to how we can make the store better in future, makes Wanamaker's the most nearly perfect store to-day.

And Store Perfection as we seek for it, is to make Wanamaker's give best, promptest and most economical service to our Public.

To this end we retain the best brains, the greatest skill, the widest experience, for the buying of each different line of merchandise we sell. Liberal purchases in every foreign and American market give such selection as is found nowhere else; and the vast buying for our two stores, in New York and Philadelphia, secures prices that are unmatchably low.

The Store Service is organized to make buying at Wanamaker's the most satisfying and safe—prompt, pleasant, convenient, comfortable.

Best Goods, Lowest Prices, most Satisfying Service.

Why, when quality is unquestionably best, variety indisputably broadest, prices undeniably lowest at Wanamaker's—why should not Wanamaker's become the store of universal favor by all well-informed New Yorkers, and the people round about?

Perhaps you know very many people who go to Wanamaker's, because—"

Any dealer who has good, reliable articles to dispose of and takes space judiciously in good mediums to bring those articles before the public with well-written ads. cannot fail to stir up a demand.

* * *

A Plea for the Ad.-Writer

An ad. should be crisp and convincing; it should be well constructed so that it will catch the eye at once. Many a merchant has good and bright ideas regarding his own advertising, but lacks the ability to express them properly. Then, again, others have the ability to write their own advertisements, if they had time to concentrate their thoughts upon them. These men should remember that there are now many ad.-writers both ready and willing for a reasonable remuneration to put into correct and business-bringing form the ideas of the advertiser and see that the printer makes the mechanical work in displaying them prominently conform to the purpose of the advertisement.

Live and Let Live

Don't rail against your competitor in your ads. If you do, people will form the conclusion that he is hurting your business, and this would hardly be possible unless he handles a better grade of goods, or by larger purchases can offer his goods at lower prices.

* * *

Remember that the more you advertise an honest article the more it will advertise you. Honesty is the best policy both in the matter of reliable goods and the way you advertise them.

Convincing, from Chicago.

Fastidiously Trimmed Millinery.

Pretty and fashionable, but withal practical, serviceable, the embodiment of good style, good quality and good value, yes, better than any other store offers.

Honesty the Best Policy

John Wanamaker, that king of advertisers, has always pursued that policy. He is a living illustration of what fair methods and honest dealing can do. Many merchants would think it a little overdone in an instance that came before my notice recently. A Toronto gentleman, with whom I am well acquainted and whose veracity cannot be doubted, while visiting New York called at a large store, intending to purchase a tea-gown to take home as a present to his wife. The saleswoman displayed some very handsome gowns, but the one he set his heart upon purchasing was quite unlike any of the rest—a very artistic garment priced at $27. He selected this one and tendered the amount for payment. As he intended taking the next train home to Toronto, he, of course, desired to carry the parcel with him. He was rather chagrined, after waiting some few minutes to see the saleswoman return to him, not with a neat parcel, but with the chosen gown still hanging over her arm. He was still more surprised when she explained that he could not purchase that particular tea-gown, as it had a tiny flaw at the extreme edge of the hem. The $27 was handed back to him and at first he began to think himself the victim of a small swindle. Wanamaker did not wish to sell the gown at the price. He demanded to see the supposed blemish. It seemed so trifling when brought to his notice that he still wished to

Plain and business-like from Owen Sound.

New Kid Gloves.

You take no risk is buying your kid gloves here, for we protect you against false values. The makes we handle are all reliable, and can be depended upon both for style, fit and wear. We have been fortunate in getting our gloves from the most careful makers—a trial will convince you.

A pointer from Peterborough.

We'd rather miss sales than miss fits.

Let us Measure you To-night.

Take time by the forelock. You will do well to see about your new suit and overcoat early. You cannot postpone much longer. Our cloth department offers the greatest display of piece goods to choose from, moderately priced.

possess the gown at the figure named, but the saleswoman declared she would not be allowed to sell it at any price. He persuaded her to go back to the manager of that department, and was exceedingly surprised to find that, as he desired it, they would make the price $17. Of course, he took the gown, and as it was too long and had to be shortened, the tiny hole in the hem did not signify.

Some New York straightforward talk.

Black and Colored Silks.

We've just consummated an exceptional purchase of black and colored silks. True to our advertising policy, we give out exact information about them. The precise facts. All the black silks are worthy. That applies to qualities as well as styles. Not an undesirable piece in the collection. But the statement does not hold good concerning the colored. Among the latter are several patterns that are a bit passe. But they are all right in respect to quality, and the effects will please many whose tastes are not controlled by the novelties of the period.

Honesty in a Toronto Store

Honesty in business is not, however, confined to the United States, nor to the great Wanamaker. It is the basic principle of hundreds of large and small stores in our own fair Dominion, and they find it a paying principle, too. Not long ago in one of the largest departmental stores in Toronto, a young man one bargain day (no doubt instructed by his better-half), purchased a pretty and jaunty little coat for his wife. When it arrived home it proved to be a little too large and was returned to the big store for alteration. Unfortunately, by mistake, it was sent away to another lady, some miles out of town, and for the time seemed irretrievably lost. The young man was naturally much annoyed at its non-arrival. Upon interviewing the manager of the mantle department, he was shown several other coats with the request that he would select one. He did so, selecting a stylish coat priced $11, and was agreeably surprised to find that he was not charged one cent extra. He had purchased a coat for $3 in the

From London and all right.

How to Make Both Ends Meet.

If this Winter you have to pay more for the things you eat and burn, here you can make up the difference on the things you wear. We're not out for big prices. We want a big business and are content with small profits. These offerings should fetch you.

first instance and the slight delay had not really inconvenienced his wife; yet, here was one offered him, better and smarter in every respect and out of new stock which had just arrived from New York. In due course the first coat was returned, and he was at once advised by mail that he could have it also at the price originally paid.

* * *

Hints on Christmas Advertising

The Thanksgiving turkey is hardly digested when the progressive merchant begins to consider the all-important question of Christmas advertising. He naturally desires to do even more business than he did the previous year. He realizes that his large volume of trade must increase if he gives both goods and ads. the careful study they merit. Good advertising and good display not only bring a greatly increased business, but give a chance to swell the number of regular customers when prices and selling methods are what they should be.

Many merchants have the erroneous idea that the easiest time of the year to advertise is Christmas time. They think that people are in the buying humor and that anything in the way of an advertisement is good enough to catch the public. Those people never made a greater mistake. Don't do slipshod advertising at Christmas. Don't do it at any time of the year.

* * *

The up-to-date man of business will display a better stock at Christmas than usual; he will offer more attractive lines at prices that will bring these goods before purchas-

From Chatham—tells its own story.

Our Winter Underwear.

Many a man blames wind and weather for the discomforts, expense and illness he brings upon himself by not wearing the right kind of underwear. The body will accommodate itself to the good, old Canadian Winter if the clothing doesn't prevent it and underwear is the first consideration.

ers in as catchy a manner as possible. He will draw trade his way with a magnet of good values.

* * *

Display Gift Goods Separately

Do your best to help people in their purchasing. Have your goods displayed in the most attractive and suggestive manner. Display your gift-goods for man, woman and child separately—a great aid to buyers. If your advertising space is large enough talk various lines and keep each line apart with a separate heading. Tell why each is especially desirable if you have room. Take each line and present its good qualities as forcibly as possible. Talk it up plainly and well. Keep the newest novelties well to the front; people are all the time looking for something new and novelties are especially sought for at this season.

From St. Catharines, a good preface for some persuading prices.

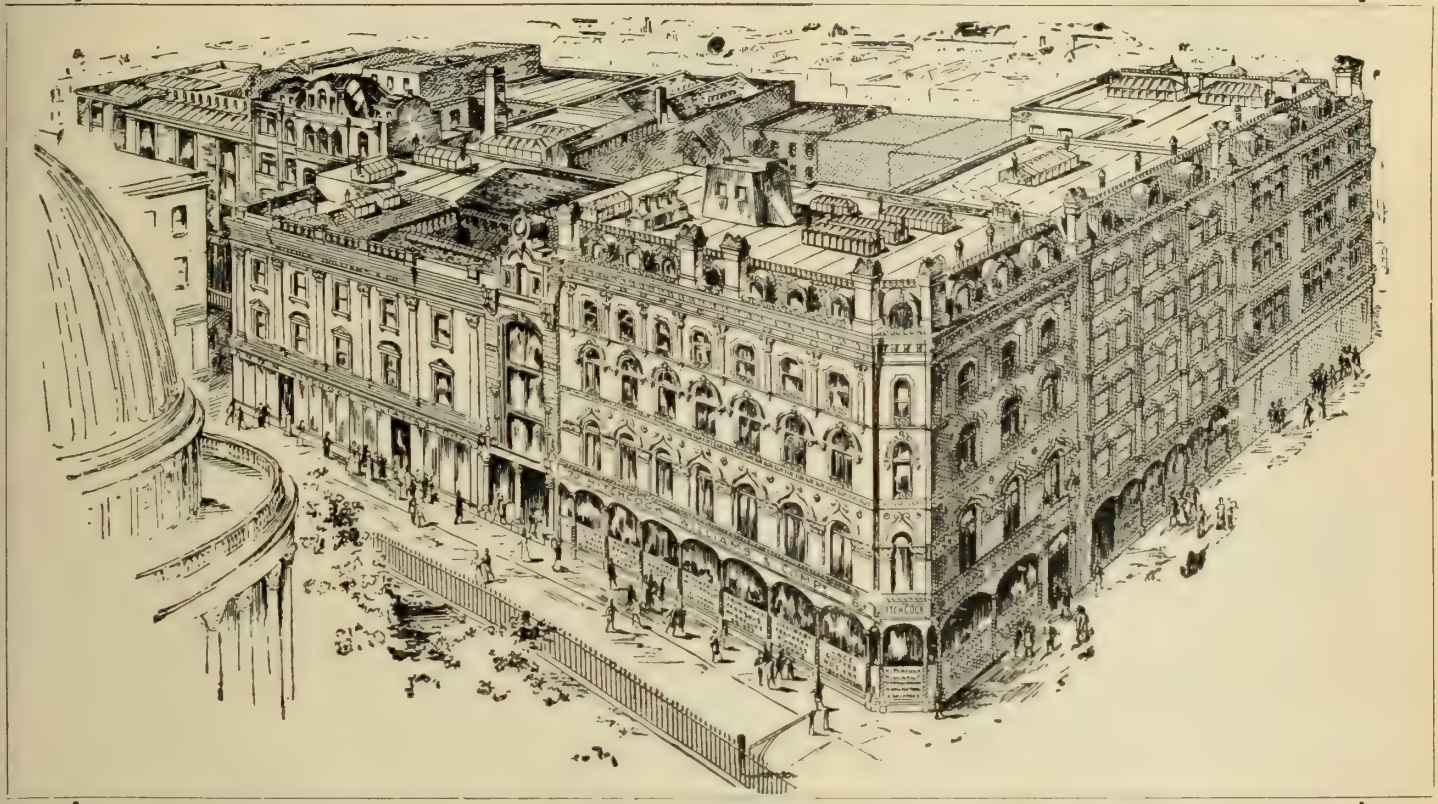
For the Saturday Shopper.

Saturday is the day of all days in the week when we pay more than special attention to our customers' wants. This business, with its tremendous growth, has never lost sight of the all-importance of the Saturday shopper. Good service awaits you on every hand, and new goods direct from the makers are here for your consideration. Many of these offerings have been specially priced for to-morrow's selling. Come to-morrow. Come every day.

Booklet and Circular Advertising

The progressive merchant will see the wisdom of good booklet, folder, or circular advertising as an aid to his newspaper advertising. I believe that at no time of the year is a well-gotten up booklet or concise, well-written circular more valuable than just before or at the commencement of the Christmas trade season. A highly important part of advertising nowadays is the booklet, folder or circular. But it must tell just the right story—it must contain a maximum of description in a minimum of space. Attractive type and good illustrations must be used in the booklet to secure first, attention, then careful perusal, otherwise

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Coronation Year.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

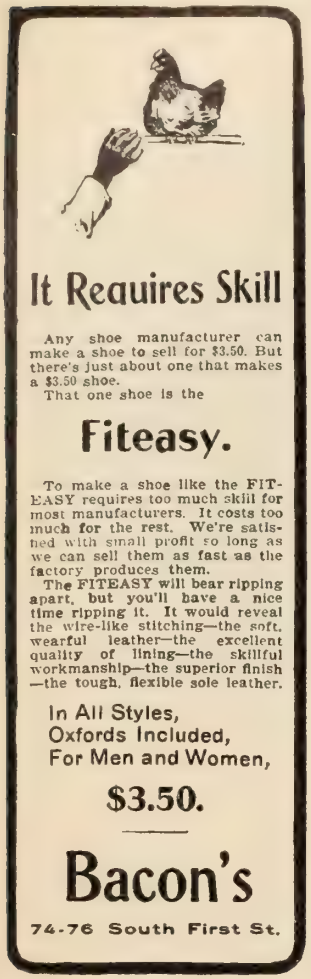
Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe, who visits Canada twice a year, is now in Montreal. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

the booklet will be "flat, stale, and unprofitable," and soon find its proper level in the waste-paper basket.

* * *

Skill in making and advertising goods.



With regard to Christmas newspaper advertising, it is a good idea to make a list of the various gift-goods—make a separate list, one for man, one for woman, one for child. State prices on list if possible.

Many merchants find it feasible to offer to lay aside any article upon payment of a small deposit and deliver at the customer's convenience. Remember that at no time of the year is satisfactory service and prompt delivery so much appreciated as during the holiday time. It is well to promise this in your ads. and it is better still, to keep your promise.

* * *

Doublless many merchants who write their own advertisments will be glad of these headlines and catch phrases. They are all original; some who write their own advertisements will be glad of these headlines and catch phrases. They are not all original; some are culled from here and there and everywhere, but they may fulfil their mission in saving valuable time at the busiest season of all.

"These Christmas goods make you feel like giving."
"The way Christmas may be made merry."
"Buying will be lively—get here early."
"Economy shop for the gift buyer."
"The early purchaser gets the choice."
"Ready for Christmas."
"A bit of holiday splendor."
"Ready for the rush."
"We'll clean them out at cost."
"Full of warmth for a cold day."
"You'll enjoy giving at these prices."
"A sale to-day and a friend to-morrow."
"Shoes for Christmas."
"The Christmas buyer finds no trouble in selecting here."
"Ho! for Christmas."
"Lots of Christmas here."
"A sensible Christmas suggestion."
"Nothing like gloves for gifts."
"Fur for her."
"Few Christmas presents give pleasure like books."
"A Christmas-box for 'Hubby.'"
"Christmas comes but once a year, but when it comes it brings good cheer."
"Coal is dear, but hearts will warm at gifts like these."
"People are judged by their giving."
"Umbrellas make good gifts—good things to lay up for a rainy day."
"Practical and useful articles for the holiday season."
"Doesn't the boy want a toy?
"Cots for the tots."
"Horse overcoats talk horse-sense."
"Only two weeks till Christmas."
"A gift for your wife or sweetheart."
"This store can respond most marvelously to your Christmas requirements."
"What would Grandma like? A pair of warm slippers?"
"Common-sense commands buy warm underwear."
"Early buying is easy buying."
"This is Santa Claus' head office."
"Bring your boys to see our toys."
"Tell your girls we've dolls with curls."
"This is a children's toy paradise."
"For the men we would suggest ——."
"Father or mother would be pleased with ——."
"When you combine beauty and usefulness in a gift its mission is most complete."
"Tiny tots can come Christmas-buying here with all the confidence of grown-ups."
"Beautiful warm slippers for Christmas stockings."
"Hurrah! for the holidays."
"Don't delay your Christmas shopping in our line."
"The beautiful as well as the serviceable is to be found here."
"Our Christmas celebration."
"Christmas values for every seeker."
"Christmas wishes gratified here."
"A lesson in wise Christmas buying."
"Going, going, our holiday left-overs."
"Low prices are better arguments to economy's Christmas purse than many pages of talk."
"Prices that will coax the cash from the closest Christmas buyer."
"Gift hints that help."
"Lay it aside till Christmas."
"Why not buy useful Christmas presents?"
"Come to this Christmas sale—bring your friends, it will pay you better than a good apple crop."
"There's a Christmas price-surprise in values like these."
"Giveable usefuls."
"Sensible presents for sensible people."
"Appreciable because they're useful."
"Hints of worthiness and price-attractiveness."
"Gifts that will carry joy and contentment to the hearts of their happy recipients."
"Buyers of Christmas gifts will find here a class-room for the study of their best interest."
"More positive bargains are beyond realization."
"To give gracefully, select thoroughly."
"Our special Christmas offer."
"Commercial thrift makes Christmas elegance cheap."
"Beauty and cheer—this store is full of it."
"Just four shopping days before Christmas."
"Holiday preparations are afoot."
"This store is asparkle with hints for Christmas givables."
"Holiday handkerchiefs."
"Don't worry, come or write us for Christmas presents."
"Does he smoke? Then buy him for Christmas a Smoking Jacket."
"Remember us when you want to remember your friends with a ——."
"Fool's haste is nae speed, so be in no haste to buy until you see our line and get our prices."

LOOK BACKWARD



Illustration from "New Idea Woman's Magazine." 50 cents a year. 16 pages in colors. Send for a mple Copy.
8

but a few years (eight at most) and

THE NEW IDEA PATTERN

was unknown. To-day it is recognized as one of the leading ARBITERS OF FASHION in the United States and Canada. Thousands of merchants sell it and advertise it as : : : : :

The Best Pattern.

There must be good reasons for the tremendous popularity.

HERE ARE A FEW:

Every pattern, regardless of size and number of pieces, retails at a uniform price, 15 cts.

It is carefully and simply constructed, and designed to fit.

It is always up to date, and has STYLE.

New Idea Fashion Sheets are undoubtedly the most attractive advertising matter ever devised for the dry goods men.

You are overlooking a really good and extremely profitable department if you do not sell our patterns, and we will gladly send you proof that will speedily convince you if you will send us a postal for information.

THE NEW IDEA PATTERN CO.

Western Office: 232-234 Fifth Ave., CHICAGO, ILL.

Home Office: 636-638 Broadway, NEW YORK CITY.

Broadway and Locust Street, ST. LOUIS, MO.

Canadian Office: 50-52-54 Bay Street, Toronto.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Change in the Size of Sleeves—A Beautiful Gown—Costumes for Country Wear—Features in Furs, Feathers and Hats.

THE most notable change in dress for this Winter is in the size of the sleeves. These are still tight-fitting at the shoulder from where they are cut bell-shape, gradually wider, falling well over the hand, the outside being often brought to a point; or, they are gathered into large puffs at the wrist and finished off with a wrist band. Lace collarettes are much worn over blouses and dresses of all descriptions. These are all shapes and all sizes sometimes, especially for outdoor wear, forming a cape and hanging well over the shoulders. The new cloth, "Zibeline," is very popular, and, in fact, all long-haired materials are being very much used. Fringes, in silk and chenille, with tasseled ends are among the newest trimmings. Embroidery, embroidered braidings and stitched strappings are always good.

Features in Fashionable Sleeves

* * *

A beautiful gown is in champagne colored cloth relieved with incrustations of string colored Venetian guipure. The skirt, from the knee, is trimmed with two deep flounces in alternate stripes of the material and guipure. These flounces are fuller and deeper at the back. A very wide and handsome collar in silk, embroidered to match the gown, is worn over the bodice, which, fitting tightly to the back, is bloused in front. The sleeves, very large below the elbow, are finished with wide guipure cuffs. The high collar and waist-belt are also in guipure. This same trimming is continued at the back, lined with silk, to form two tails. With this lovely costume is worn a wide brimmed, low crowned, sable and guipure hat, a wide sable stole, lined with ermine, and a large sable muff. These very large muffs, about twice the size of last year's, are being much shown and are likely to become popular among the smart set.

A Beautiful Gown

* * *

A smart black net dress embroidered in chenille and jet to imitate sprays of roses, the flowers twining upwards and becoming smaller towards the waist, has fine appliques of white Bruges lace taken down from the waist and round the edge of skirt. The bodice has a deep yoke, back and front, of the same lace, which is also used on the sleeves and embroidered in just the same way as the net with chenille and jet. From a large jet ornament at bust, about two dozen chenille strings weighted with jet fall to below the waist.

A Smart Black Net Dress

* * *

A becoming evening gown for a young girl is in red mousseline de soie, with a silk stripe made up over a foundation of white silk, the skirt, which at back and sides is finely tucked to below the knee, is finished off with two 8-inch flounces. The bodice, cut to a slight V-shaped decolete in the front, is embroidered with a conventional design in red silk and gathered into a red-silk waist belt with bow and tassels. The decloetage is filled in with a gathering of red over white mousseline-de-soie, whilst the high collar matches the dress. The sleeves, of the same red over white mousseline, are very full, held in place by a 5-inch band just below the shoulder (fastened to the armhole by embroidered bands) and again gathered into deep wristbands. With this will be worn a white lace collar over a flounce of mousseline, which is brought to a point at bust.

Evening Gown for Young Girl

* * *

Here is a good walking costume in green myrtle zibeline cloth. The skirt is short showing tartan panels under the pleats at sides and back. The bodice is trimmed with three-shoulder capes, each one having a narrow insertion of the tartan, and opens over a white kid vest dotted with spots of green velvet. The bell-shaped sleeves, also incrusted tartan, open over a cuff of ermine. The reversible collar is of the same fur.

A Walking Costume

* * *

Tailor-mades are worn, if possible, even more than last Winter, and some very good models are showing. Many jackets are cut with long basques and worn with a waist-belt. As for the dresses, "Zibeline" is the nouveaute, but all rough cloths are being used. Tartans and Scotch tweeds are showing in the windows.

Costume for Evening Wear

* * *

A good costume for country wear is made up in a Scotch plaid, the ground a finely mixed black and white, with large yellow and red checks over. The bodice is cut Norfolk jacket, with three box pleats, back and front. The epaulettes are cut so low as to almost form a yoke. The turned-down collar and revers are in black velvet, showing a vest and close-fitting collar of red. The sleeves, cut loose from the elbow, are drawn into a tight-fitting cuff. The skirt is finished off with two box pleats down each front seam.

Costume for Country Wear

* * *

Another costume is in dark blue habit cloth. The jacket, cut absolutely plain and fitting to the figure, is edged round the bottom and down the front. and eyes; it is trimmed each side, military fastening down the front with invisible hooks Round revers and collar with black braid, fashion, with the braid. This jacket only fastens to the waist, from where it is rounded off, being cut at the back and sides about 10 inches below the waist. The upright collar and small vest, which is very little seen, are of mauve velvet embroidered in black silk and edged with braid. The sleeves are bell-shaped and show an inner sleeve and cuff to match collar. The severely cut skirt is trimmed at intervals down the front with military braiding to match the bodice.

Dark Blue Habit Cloth

* * *

Jackets and coats are generally worn rather long, something between the three-quarter and the quite short lengths—generally fastening down the front with large fancy buttons or with loops of braid. A new model is quite tight-fitting across the shoulders and to bust from where it is cut to hang very loosely, the back having two distinct folds. The sleeves are bell-shaped and long, having

Long Jacket Coats

FOR ALL FLANNELS.

"Riplene"

(Regd.)

An Absolutely Unshrinkable Hygienic Finish for Flannels.

Every Cloth Stamped "RIPLENE" carries the full guarantee of Messrs. E. Ripley & Son Limited.



Samples for Testing can be had on application.

"RIPLENE" TRIUMPHANT.

Unshrinkable by Washing.

E. RIPLEY & SON, Limited,
Bowling Dyeworks, BRADFORD.

Sole Proprietors of the celebrated "PIRLE" FINISH for Dress Goods.

the wide cuff edged with velvet or embroidery to match revers and collar.

* * *

Leading Furs for Winter

The leading fur for this Winter is without doubt the "Petit Gris," but as the price is not very high and the models can be imitated very cheaply, it is likely to become extremely common. A lovely cloak made in this fur is tight-fitting to the figure and falling well onto the ground. The sleeves are puffed at wrist and gathered into a tight band, which, as well as the vest, high collar and Swiss belt is in mauve velvet embroidered in gold. Ermine is much used for trimming other furs, especially for lining stoles, which are worn long and short, and as collars on boleros and coats. Sable and seasskin are always good, but caracul is seldom shown in the smartest shops.

* * *

Hats and Feathers

Hats are almost without exception broad-brimmed, low-crowned and bending onto the coiffure at back. Stiff Light shades, such as white, cream, fawn, crown, over the bri, and fastening in a bow. by a sash of velvet or silk taken across the rough felts are much used raised at left side grey, and pale blue, are much worn. Feathers are dyed to match the hat or in a contrasting color and are often used with a black, fastened at side or front and curling over the brim at the back; in fact, hats and toques are so much trimmed at the back that to tell the color of a woman's hair one must get almost a front view. The flowers are lovely and often shaded by hand with oil paints to get more perfect tones, chrysanthemums, roses, violets and black and white arum lilies being amongthe most used, and well as grapes, fancy berries and colored leaves of all descriptions. A large greyish blue, rough felt, the brim narrowed behind and raised on the left side, is trimmed with arum lilies in eau-de-nil with shades of mauve on the under petal. These are laid under left brim, and around front of crown, finished with a sash of eau-de-nil velvet, fastening in a knot at the back with two ends falling on to the coiffure.

* * *

Sailors have the brim curling up, crowns low and widening at top, often trimmed with a bow of velvet on each side. A favorite walking hat is in Panama shape, white or cream felt, with narrow band of ribbon round crown. This hat is showing in cream with old gold velvet belt and gold quill fastened in bow at left side; they are as often worn turned down in front as at the side.

SPECIALS IN FLANNELETTES.

W. R. Brock Co., Limited, Toronto, are offering the following specials in their flannelette department:

No. 90, a 28-inch light and dark striped cloth, fairly heavy weight, worth in the regular way 5¾c., offered at 5c. with a case price of 4¾c.

No. 150, a yard wide, 34 to 36-inch cloth in pink, blue, dark and fancy stripes. This cloth was made to wholesale at 8c., but was not napped enough. Brock secured the entire lot and offers them at 6½c.

No. 178, a 30-inch light check cloth in pink, blue and fawn. Checks run from the small shepherd check to a 2-inch check. Many have printed yarns, which make very effective patterns. They are exact copies of fine ginghams, just the line for little children's dresses and underwear. They are offering at 8c., good value at 10c.

No. 200, a 31-inch grey domet in dark grey shade only, offered now at 8c., regular price 9½c.

THE METRIC SYSTEM IN CANADA

THE REVIEW herewith presents an engraving of a decimetre, or the tenth part of a METRE (exact size), from which a practical metre may be constructed.

A Decimetre.

IT is almost an assured fact that the metric system of measuring will be put into common use in Canada, and at no very distant date.

The metric system (pronounced met-ric) is a system of measuring expressed in the decimal scale. The standard metre, which is the basis of the metric system of measurement, is a bar of platinum 39.37 inches long. This length was chosen because it was supposed to be one-tenth millionth, or .000,000,1, of a quarter of the earth's circumference, measured by a line passing through Paris, France, from the equator to the pole.

The original bar or metre was made by Broda in 1795 at Paris, where it is carefully preserved. Accurate copies are furnished to all the civilized nations on request by their Government.

Since 1840 it has been the only system of weights and measures in France, and it is in common use in several other countries at the present time. On account of its exactness it is used in all countries for scientific purposes.

The system was legalized in Canada by Act of Dominion Parliament in 1867 (chapter 104, section 21), and all contracts based on it are enforcible at law.

In the United States Congress a special committee has been appointed on weights and measures, and will take up the Metric Bill without delay

In Britain, from June to August of this year, over 60 municipalities passed resolutions, and forwarded them to the Government, to have the system made compulsory in the interests of education and commerce. The meeting of the Colonial Premiers in London this year passed resolutions favoring its adoption.

Mr. S. W. Stratton, of the National Bureau of Standards for the United States, at Washington, after a two years' tour of the world in the interest of his office, predicts that the metric system of weights and measures will be in common use in all civilized countries in less than two years.

As it has become quite apparent that the metric system wil, be put into use as a standard in Canada, it behooves everyone connected with commerce to do his share in educating the masses.

The Canadian Government are supplying the instruments through the Department of Inland Revenue at Ottawa, and school boards may have them by applying to the proper authorities. The metre is subdivided into tenths, hundrethsl etc., or decimals:

Decimetre (dm.) = 1-10 or .1.
Centimetre (cm.) = 1-100 or .01.
Millimetre (milli.) = 1-000 or .001.

W. HOWELL.

ART DRAPERIES.

Brophy, Cains & Co. are showing, for immediate delivery, a nice range of American art draperies, the latest and best designs; also a full range of imitation and real art denims, in plain or self colors. Their range of cushion tops, for immediate delivery, also for Christmas trade, is worth inspecting.

Cultivate closer relations with your manufacturers. There's money in it for you in the long run.

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest and Silk Vest Wool	
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering — Mending

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.

Artistic Designs Furnished.

WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
274 & 276 CHURCH ST., NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

SMALLWARES AND NOVELTIES

SMALLWARES ACTIVE.

AS far as the volume of business in smallwares is concerned, never has it reached such proportions as at present. The Christmas trade shows every indication of being phenomenal.

People do not seem to be afraid to buy a good thing now, as they did for some years past. Heretofore cheap goods at twenty-five or thirty cents were in demand, while now customers seem willing to pay fifty or seventy-five cents for a better class of article. This does not infer recklessness, but shows that the public are able to buy because they have the money.

A feature of the present season's trade is the astonishing activity in veilings. So brisk is the demand that those who were unprepared for the rush have found their stocks diminishing rapidly. Unless dealers are in close touch with the producers they are liable to find themselves in a corner. Such a rush usually comes on suddenly, and even the producers are often caught by it.

Another noticeable feature is the steady drawing away from the use of leather materials in belts and the taking up of silk and velvet instead. This change is on the whole advantageous, as it allows a much greater variety in designing.

No particular feature is to be noted in the handkerchief department, apart from the demand for better goods. All classes of material, all patterns and styles, are being put on the market and no fad is noticeable.

RIBBONS FOR HOLIDAY TRADE.

Wyld-Darling Co., Limited, are showing wide taffeta ribbons, all colorings, No. 925, No. 42 and "Gloria," to retail from 12½c. to 25c. per yard; satin taffeta ribbons, including new shades of green, to sell at 25c.; black velvet ribbons, linen or satin back, all widths are on hand; baby ribbons, silk, satin and moire, for fancy work.

FOR SPRING, 1903.

S. Greenshields, Son & Company's travellers are now out on the road with a full range of handsome Spring samples which the trade should not fail to see. They include ladies' and children's cotton hose, underwear, and lisle thread, taffeta and silk gloves, besides some great values in laces and embroideries. In fact, the company claim to be showing values for Spring, 1903, which are ahead of anything shown in previous years. The leading lines especially should be examined, as they are sure to be out early in the season.

FOR THE MERCHANT HIMSELF.

It is a wonder that the old-fashioned drapery ticket, with its unhandy pins and clumsy method of fastening was not improved upon long ago. But better late than never. The Gault Bros. Co., Limited, have been appointed the agents for the "Vollo" drapery ticket, which is now used by the leading dry goods houses in other countries, and they will shortly put it on this market, where it will very likely soon displace the old-time ticket. In the "Vollo" a new device for fastening is used instead of the pins, add it is both neater and much more convenient.

HANDKERCHIEFS FOR THE CHRISTMAS TRADE.

Handkerchiefs are amongst the most popular and sensible goods to purchase for Christmas presents. Brock's, Toronto, carry an immense stock of all lines, kinds, and prices, to retail from 2c. to $1.50 each, comprising creations from all parts of the world. Brocade and plain silk from Germany and other points; hemstitched and initial silk from Japan; fine embroidered goods from Switzerland; lace trimmed and other novelties from Belfast; Turkey red, royal indigo blue, hemstitched cambric and plain cambrics from Manchester; and plain and hemstitched linen.

VARIETY OF EMBROIDERED HANDKERCHIEFS.

For the Christmas trade John Macdonald & Co. have a large variety of embroidered handkerchiefs, and their stock of staple lines is now complete. Besides, they are showing a big range of fancy-colored silk handkerchiefs, in all shades and Shetland cloths.

The large range of purses shown by John Macdonald & Co. are having a big sale. They are for retailing at from 25c to 50c.

This firm have also a full line of perfumes for selling at from 10c. to 25c.

TOYS AND NOVELTIES.

F. & E. W. Kelk, 76 York street, Toronto, whose ad. appears elsewhere, always have made it a rule to clear out Christmas goods in November and December. A low clearing price does the deed every time. Customers in need of a good 10c., 15c. or 25c. doll, or cup and saucer, should see them before leaving their orders. Those who require a few leaders can always get them. They have a complete line in games, albums, toys, fancy china. But dolls is their special line, and you will be satisfied when you see them. It pays merchants to run to the city about once a month. They certainly lose a lot of opportunities by staying home. The market is the place to buy the goods.

HANDKERCHIEFS.

S. Greenshields, Son & Co. have given special attention to their stock of handkerchiefs this year, and can offer the trade a great assortment of all kinds. In ladies' plain hemstitched handkerchiefs prices range from 24 to 75c.; in Swiss embroidered, from 90c. to $2.25. Every line in these is of exceptional value; they have attracted the attention of the trade and are selling rapidly. A large range is shown in Japanese initialed silk handkerchiefs, from $1.50 to $6 per dozen. These goods are usually scarce around the holiday season, and it will be to the advantage of intending purchasers to make selections here as early as possible. Values are positively ahead of anything else shown, being numbers controlled by the firm and sold at exceptionally close prices.

A DEALER'S VIEWS.

F. C. Daniel & Co., Toronto, the smallware dealers, are working three nights a week to cover orders. They anticipate a heavy Fall and Christmas trade.

When Mr. Daniel was asked to say something about his business, he remarked: "The fancy dry goods business comes

SMALLWARE DEPARTMENT.

HANDKERCHIEFS

We have prepared for a large holiday trade in HANDKERCHIEFS. Patrons will find our stock complete in all lines for early December delivery. Our buyer has just returned from Europe where he secured a great many novelties and also job lines at very desirable prices.

Irish Linen Hemstitch, in all widths of hems, for ***Ladies and Gentlemen.***
Ladies' Irish Embroidery, Hemstitch Hems.
Ladies' Irish Embroidery, Scalloped Edgings.
Ladies' Irish Fancy, Lace Edgings.
Ladies' Swiss Embroidered, with Hemstitch Hems.
Ladies' Swiss Embroidered, with Scalloped Edges.
Special Patterns in Men's Colored Handkerchiefs.
Special Patterns in Men's Colored-Bordered Handkerchiefs.

These are in great demand by the best Gent's Furnishing Trade. They are the latest style, and are being used by all fashionable and well dressed men.

"EXCELDA" HANDKERCHIEFS IN GREAT VARIETY

White, Plain Hems. White, Hemstitched
Colored Bordered. Fancy Colored.

These goods are the best substitute for silk. They retain their finish after washing.

GREAT VARIETY OF FANCY CHRISTMAS-BOX HANDKERCHIEFS FOR LADIES AND GENTLEMEN.

ALSO, ALWAYS IN STOCK, A VARIETY OF CHILDREN'S AND LADIES' COLORED BORDERED HANDKERCHIEFS AND TURKEY-RED HANDKERCHIEFS.

LACE AND EMBROIDERY DEPARTMENT.

We would also like to remind our friends that we will show, for Spring and Early Delivery, a wonderful range of the very latest styles in

LACES AND EMBROIDERY NOVELTIES

impossible to have been seen before in this market. Samples will be in our travellers' hands shortly.

In ***LACE COLLARS*** we have a very large range secured for Spring. They promise to be one of the best features in the Lace Trade.

Remember OUR ROYAL SHETLAND FLOSS

(Made by J. & J. Baldwin & Partners, Halifax)

It is the most popular WOOL in the market.

THE

GAULT BROTHERS CO.

Limited

Manchester
Montreal

Vancouver
Winnipeg

into active touch daily with the artistic tastes of the public and hence depends for its success on the artistic ability of the designer. We find people are always open to new ideas and that they appreciate them. We accordingly cater to what we discover they want. In our business, for instance, we keep specially qualified people to look after our ladies' neckwear and children's headwear. Sometimes it is a little hard to suit people, but on the whole they are pretty easily satisfied."

"CUSHION GRIP" HOSE SUPPORTER.

For a popular-price hose supporter the "Cushion Grip" is undoubtedly one of the best. The manufacturers of the "Cushion Grip," Phillips & Wrinch, Toronto, have received many letters bearing testimony to its good qualities. The "Cushion Grip" felt button will positively not injure the finest fabric. The "Cushion Grip" will not slip—when once fastened it stays fastened until the wearer loosens it. It is made in all sizes to retail from 15 to 25 cents. Samples can be obtained on application.

CASHMERE GLOVES AND MITTS.

S. Greenshields, Son & Co. are carrying a heavy stock of ladies' and children's cashmere and knitted gloves through the season, and the trade will find this house the best equipped to fill all sorting orders. Their trade in this line during the past season was the largest in the history of the house. The stock of woollen mitts is one of the finest ever shown in the trade, comprising a great range of prices and colorings. Values are unsurpassed. Intending purchasers should certainly see these as soon as possible, as already some of the leading lines are being picked up rapidly and may be out in a few days.

"CAPSHEAF" SAFETY PINS.

Ten million women, some of whom trade with you, are regularly reminded of the superiority of the "Capsheaf" safety pin. "Capsheaf" safety pins are coilless. They sell more rapidly because they are known not to catch, tear or wear the fabric. The demand continues to increase. Are you benefitting by the widespread publicity that is given to the "Capsheaf"? Write to Phillips & Wrinch, Toronto, for free samples. They are sole agents for Canada.



RETURNED
NOV 1 8

NOTES OF THE SMALLWARE TRADE.

Shetland floss, "Diamond" brand, all colors, is in stock with Wyld-Darling Co.

Ladies' flannelette night gowns, pink and blue or white, to sell at 75c., $1.00 and $1.25, are in stock with Wyld-Darling Co.

Pocket books, chatelaines and wrist bags, special lines, to sell from 25c. to $2.75 each, are in stock with Wyld-Darling Co., Limited.

S. Greenshields, Son & Co. have on hand a complete stock of fancy and plain taffeta neck ribbons. Values are remarkably good and are bound to attract attention.

Brock's, Toronto, special brand of Shetland floss, "The Coronation," can now be had in all colors, including black and white. It is the leading line in the trade.

The Gault Bros. Co., Limited, have now in stock an assortment of knitted goods of all kinds—shawls, mitts, bootees, tams, etc.—in fact, all requisites in knit goods for the Winter trade. They are still doing a large business in Royal Shetland floss, for which they are agents.

S. Greenshields, Son & Co. have a splendid range of woollen toques and sashes, among them being some of the best values on the market, as the lines are controlled by the firm

Brophy, Cains & Co. have just put into stock for the Christmas trade a range of novelties in shams, scarves and covers, all entirely new designs in net and frilled and hemmed muslins.

Brock's Montreal warehouse reports that their lines o children's and ladies' Ringwood gloves, in all sizes, are now complete. These goods are splendid value at the prices at which they are sold.

Greenshields, Son & Co. are now receiving heavy repeats for their woollen hose and misses' and women's underwear; their sorting trade in these lines is rapidly increasing, owing to the very good values offered.

The stock of ladies' and children's underwear of Wyld-Darling Co. is completely assorted in all lines that are in daily demand. Their No. 225 natural wool underwear, full range of sizes, constantly on hand for immediate delivery.

For the Spring trade Brophy, Cains & Co. are showing an extra range of taffeta and silk gloves, all put up in solid sizes with novelties in dome fastenings. The "Mousquetaire" fastenings on some elbow length gloves are exceedingly nobby.

Wyld-Darling Co. have toques in large variety, plain or striped borders, to sell from 25 to 50c.; camel's hair tams, golf-red, cardinal, navy grey, or white, to retail at 50c,; popular selling lines of wool mitts, infantees, bootees, clouds, hoods and fascinators.

Merchants desiring to sort up their stock of ladies' or misses' vests or drawers should see the large stock at Brock's, Toronto. Their lines of women's to retail at 23c., in white, natural, and ombre shadings, cannot be surpassed, if equalled. Send for sample dozens at once to be convinced.

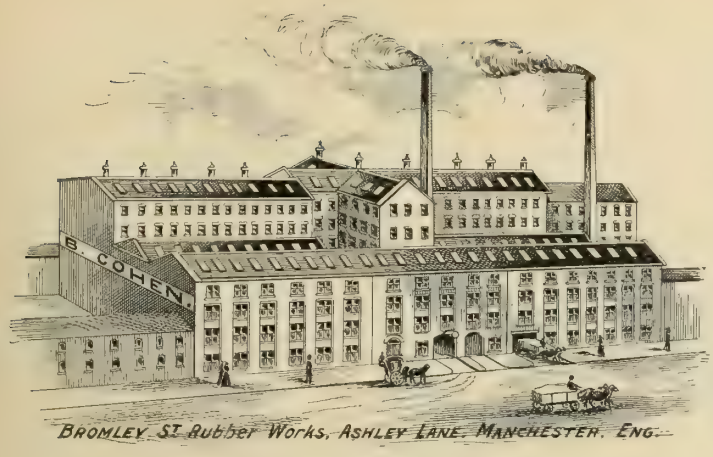
Brock's Montreal warehouse has a stock second to none in ladies' ribbed vests and drawers, and also in ribbed wool hose. They wish to draw merchants special attention to their plain wool hose No. 15 at $2.25 in the large sizes, also their No. 32 heavy ribbed wool hose at $2.25. These lines cannot be beaten for values in the country.

Some special numbers that the W. R. Brock Co., Limited, Toronto, are offering in ladies' Ringwood gloves are:—D64, B155, T24, T25, T26, B182, D65. Ladies' and misses' lined mitts and gloves are special features of the glove department No. MW in ladies' gloves, to retail at 50 cents, is a very special value.

In cashmere hosiery Wyld-Darling Co. have a complete assortment of sizes in their well-known standard numbers 37, 72, 77 and 92, ribbed, 6-fold, spliced knees. They are still selling these at the old prices, notwithstanding the very heavy advances makers are now demanding for this class of hosiery. Repeat orders for children's cardinal cashmere hose are just to hand.

Gault Bros. Co. claim to be showing the largest range of ladies' and maids' lawn aprons in Canada, and have also prepared for an unusually large handkerchief trade for the holiday season. The stock of ribbons is complete in all lines. A nice assortment of Battenberg and Swiss applique tray cloths, pillow shams, table covers, etc., will be found for the Christmas trade.

Wyld-Darling Co., Limited, offer for sorting trade black cashmere gloves, "electra fleeced" jersey or with 2-dome fastener, to retail at 25c. and 35c. Black or white Ringwood gloves to sell at 25c. and 35c. Women's lined kid mitts and gloves to sell at 75c. and $1. Black or grey curl gauntlets, in child's, misses' or women's, to sell from 50c. to $1. See their two new brands of kid gloves—"Zettio," to sell at $1, and "Gracioso," to sell at $1.25, in modes, tans, browns, greys, black or white, put up ¼ dozen in package, 3 shades, fully guaranteed.



BROMLEY ST. RUBBER WORKS, ASHLEY LANE, MANCHESTER, ENG.

Established 1873.

B. Cohen

of Manchester, England, has opened a Canadian Branch at

32 Recollet Street, Montreal,

for manufacturing the well known

"Premier" Brand

of Waterproof and Rainproof Garments. **The brand which always gives satisfaction to the buyer and the seller.**

To be had of all the leading Wholesale Dry Goods Houses throughout Canada.

(A well-selected stock of Ladies' and Gentlemen's and Boys' and Girls' Garments always on hand.)

Natural Japanese Washing Silks



WE MAKE A SPECIALITY OF

NATURAL JAP. WASHING SILKS.

And carry a large stock in the following widths : 20-in., 23-in., 27-in., 32-in., 36-in and 48-in. Any quality and width can be dyed any shade in a week.

All Widths and prices in twill Japs. in 50-yard lengths.

SHANTUNGS in different widths. Various qualities of **TUSSORE** by the piece or yard.

DYED JAPS., all shades, in 21-in., 23-in., and 27-in.

PRINTED, FIGURED AND STRIPED JAPS.

All shades in two qualities of **GLACE** and three qualities of Colored **LOUISINE,** and **ORIENTAL SATINS** and Foreign and **ENGLISH MERVES.**

All up-to-date makes of **BLACK AND COLORED SILKS.** Canadian buyers are invited to give us a call while in London and inspect our latest novelties.

T. RICKARD & CO.

DIRECT SILK IMPORTERS.

20 Cheapside, London, England.

OUR SPECIALITY IS ALL DESCRIPTIONS OF JAPANESE SILKS.

COTTON GOODS

WASH GOODS FOR SPRING.

WHOLESALE houses are now busy making preparations in cotton goods for the Spring season of 1903. And there is every reason to suppose that this department will share in the increased volume of trade caused by the general prosperity. Their preparations are naturally along expanding lines, and the display of wash goods shown is very elaborate. In all seasons some line is in more demand than others, and for the Spring season ginghams are to have the call. All inquiry for them is very strong, and for all goods of the same class.

In the States the Southern staples are reported to be as well sold as the finest eastern and imported zephyrs, and prices have advanced one-half a cent, and a further rise is predicted Cheviots, chambrays, have also advanced in the past few weeks.

Cotton is more and more used in the make up of dress fabrics.

Many of these fabrics are such exact duplicates of silk and wool goods that it is difficult at the first glance to tell them from the originals. The discovery and improvement in the mercerizing process is responsible for this, and has largely increased the possibility for the production of high-class effects in cotton fabrics.

There are many high-priced novelties now on the market for shirt waists, wash suits and skirts, and some of the latest novelties and most elaborate ideas of the season are expressed in these goods.

The increased use of cotton goods was, notwithstanding the unfavorable character of the weather, one of the marked features of last Summer's trade, and indications are for an extremely busy season in all goods of this class. The prices that will be asked over the counter for some of the new goods will be a matter of astonishment to many, as some of the high-class novelties will retail at a dollar or more a yard. These cotton goods are expected to prove great competitors of the cheaper grades of silks, and, given the choice of the two materials, the up-to-date woman will choose the cotton as having more style. The most complicated and fanciful weaves have been attempted and successfully worked out in cotton fabrics.

In the goods prepared to meet the demands of the popular trade, the advance made in the patterns and colors is very noticeable, and the ginghams come in such good styles and variety that it is no wonder they occupy such a high place among the lines prepared for the coming season's trade.

The good wearing and washing qualities of ginghams particularly adapt them for children's wear, and small checks and plaids are indispensable lines.

What are known to the trade as lace over stripes take the lead in next season's patterns. Linen grounds with white or colored stripes are again to the fore, and will enjoy another season's popularity. In connection with these goods it is gratifying to find that Canadian-made goods have so high a standing in the market; in fact, they are selling in the place of Scotch and American imported goods, and as some of the lines can be retailed at the popular prices of 10 and 12½c., these should be in great demand.

A decided novelty that should take is called the Dresden novelty Swiss spot, and is a striped zephyr gingham with jacquard spots in fancy combination. Of course, blues and pinks are always to the fore, and dark blue, mid blue, pale blue, and all shades of blue, form the great bulk of the samples.

In pinks there is a special line of patterns in a rich rose. The linen shades and green are also talked about. Green has been so good through the Winter, and is such a delightfully cool-looking color that, if the color stands the wash as the manufacturers say that it will, it should have a great run. Silk pongees are another new line. As the name indicates, it is a fine light-weight cloth, finished in imitation of silk, printed in Dresden patterns and colorings. These goods are effective in either dark or light grounds.

Ping-pong spots is another new line. The pattern consists of white spots of different sizes on a dark ground.

UPWARD TENDENCY OF VALUES.

The values in staple cotton goods are very firm, and manufacturers are inclined to advance their prices, so it would be advisable to anticipate distant needs, as an advance of a fractional character in these goods means all the difference between a profitable and a losing trade.

In the meantime, cotton goods for Spring trade are not being pushed at the mills, and on all staple goods in the jobbers' hands values are being firmly held.

An eastern mill has just purchased some raw cotton at 9½c., and, as cottons have been selling on a basis of 8½c., it is thought they will be higher in future.

In the United States, the tendency of prices on all domestic goods, excepting heavy brown cottons and calicos, is strongly upward.

Heavy brown sheetings and drills are accumulating because of the small export trade. Calicos are no weaker than earlier in the season, and there are no accumulations to speak of. Prices are not likely to go higher, despite the strength and activity of grey goods.

According to The Economist, bleached cottons of all varieties are tending against buyers, both at first and second hands. The coarsest and finest count goods are most strongly situated. Deliveries of many popular brands of these are delayed and advances seem probable.

Of the coarse wide goods the majority of lines have advanced ¼c. within the last few weeks. Goods finer than a 64-square and coarser than fruits or lonsdales have not changed in price for some time, and can be bought most advantageously. Fine cambrics, nainsooks, long cloths and lawns are very strong. The late advance of 1c. on wide sheetings is strongly maintained.

Four-yard LL and other light-brown sheetings that have recently advanced ¼ to ⅜c. at first hands are strong at the moment, but, unless the export demand for heavier goods soon improves, this will not be maintained. Looms can be quickly switched from heavy to light goods.

Domets and all napped plain and woven-patterned colored goods are extremely strong, and buyers should not delay the covering of their needs for the season.

Denims of all kinds are very heavily sold, particularly indigo-dyed goods. Top prices of last season are now asked for Spring deliveries, and this means further advances at first hands. Tickings are as poorly situated as any colored goods.

The increased competition of printed sateens and allied fabrics is one cause. It is a peculiar fact that few retailers handle the latter goods over the counter, and thus lose much trade.

Linings in silesias, percalines, linenettes, surahs, foulards, sateen, satanas and richesse taffetas, a full range of colors and prices, can be had from Brophy, Cains & Co.

The W. R. Brock Company, (Limited)

Montreal.

Dept. "A"

Staples

Dept. "B"

Dress Goods, Silks, Velvets and Woollens.

Dept. "C"

Gloves, Hosiery, and Gents' Furnishings.

Dept. "D"

Carpets and House Furnishings.

Dept. "E"

Knitted Goods, Lace Curtains, Muslins, Ribbons and Ladies' Ready-to-wear goods.

Dept. "F"

Haberdashery and Smallwares.

Clearing lines in all depts. previous to stock taking will be a feature of our business for November.

Our 19 Travellers are now on the road for **Spring 1903**, with samples of Prints, Ginghams, Dress Goods, Carpets, Hosiery and Underwear, etc., etc. **The most extensive range ever shown by the House.**

DRY GOODS TRADE IN THE WEST

Features of the Business

Winnipeg, October 25, 1902.

TRADE, and more especially sorting trade, has been all that the heart could wish, this season. There has been but one trouble and that has been the delay experienced in receiving orders of Canadian manufactured goods. This has been so extreme that in a good many instances orders have actually been cancelled. This applies more particularly to blankets. One Ontario mill, for the manufacture of woollen toques and similar goods, makes the excuse that their shipments are delayed owing to their inability to get help to run their machines and claim that they are importing whole families of foreigners and locating them in their town to help in their mills. Whatever is the real reason, and the Western jobber has his opinion on the subject, the eastern Canadian manufacturers are not meeting the demand of the Western trade and considerable loss and annoyance is the result.

Jobbing houses are very busy getting their travellers out with the Canadian prints, blouses, etc. Your correspondent had an opportunity yesterday of seeing the samples of the new goods in this line at Stobart, Sons & Co. This house are carrying 300 more lines of Canadian cotton goods than they did last year. The patterns are exceedingly pretty and there are a large number of absolutely new designs. The colors are beautifully blended, and daintiness and grace seem to be characteristic of even the very cheap grades. There is a noticeable decline in the amount of mercerized goods shown, the return being largely to lawn effects. It is most gratifying to see the strides Canadian manufacturers are making in the matter of designs. The quality and finish of the goods is also excellent. For staple trade a very large range of colored ducks are shown.

In blouses there is nothing startingly new in either material or styles. White, black and black and white combinations might be said to predominate. There is a good deal of tucking and open hem-stitching on the white blouses. The cuffs are similar to those of last season, although there is rather more tucking on the cuff. The duchess collar seems to predominate. The blouses, open behind, are not at all so much in evidence as they were last season. Many of the white blouses are buttoned with a fly, the edges of the fronts being finished with lace or embroidery.

An enormous quantity of holiday trade goods have been sold, and the holiday season trade promises to be exceptionally good. There is a good demand for fancy silks and materials suitable for evening and ball gowns.

In millinery the sorting trade has been very large. The extremely fine Fall has been an additional help to millinery, as there has been every inducement to wear pretty hats. The demand for hair-felt goods has been exceptionally large but now there is more call for rich velvets and feathers.

The fur merchants report a good season. The orders for rich fur garments have been given early, and are more numerous than for many years. The fur stores are showing a splendid array of rich fur garments and there is a heavy run on marten, mink, and ermine. Ermine facing for collars and jacket fronts is popular. There is always a heavy sale in Winnipeg for expensive opera cloaks and similar garments lined with fur. This sale goes on all the year round, and is done with wealthy tourists and actresses. Winnipeg is recognized as a fur centre, and great attention is given here to the production of the latest thing in fur garments. One handsome garment sold to an English lady touring the world was made of heavy brocaded silk secured at the seige of Pekin. The garment was a Melba lined throughout with white Iceland, and collar and stole fronts of white fox. The effect was most charming.

The season, socially, promises to be a brilliant one in Winnipeg, and already there has been a heavy sale of rich opera cloaks and similar garments to our own people. There is a growing tendency to fur-lined and trimmed garments instead of all fur. This does not mean that the seal coat is going out of fashion in Winnipeg; indeed, it bids fair to be always a popular garment in the West.

NEW DRY GOODS BUILDING.

One of the events of the month in the jobbing trade has been the announcement of Stobart, Sons & Company that they will erect a new building for their business as soon as Spring opens. They have secured a site on McDermott avenue, which already has many fine wholesale buildings, and will erect a building 98 x 132 feet and five storeys high. The present intention is to build it throughout with native stone. When this building is completed all our dry goods jobbing firms will be housed in splendidly lighted and equipped modern buildings.

E. C. H.

THE "SECURITY" HAIR PIN.

We direct attention to the advertisement on page 69 of an entirely new hair pin, the "Security." The "Security" fills the demand for a horn hair pin that will not fall out. The trouble with the old style horn and celluloid hair pins is that they drop out of the hair. When once the "Security" hair pin is placed in a lady's hair it cannot fall out, but is very easily withdrawn. It is made only in high-grade horn, in shell, amber and black. Retails at 5 cents each, put up six on a card. Send for sample gross. Phillips & Wrinch, Toronto, are sole selling agents for Canada.

A CARLOAD OF WRAPPERETTES.

To secure a whole carlot of American wrapperettes at a sacrifice price, has been the good fortune of The W. R. Brock Co., Limited, Toronto. These goods are the clearings out of a mill stock. Because The Brock Co. handled these lines all the season, they got the first chance at the closing sale. The series consists of three cloths.

Panne velvet is a 28-inch extra heavy double-nap plain cloth in polkas, scrolls, Paisleys, objects, narrow, medium and wide stripes. The grounds are pink, sky, marine, wedgewood, navy, black, cardinal, French grey, Nile green, golf green, grass green and linen. These were hitherto held at 16c. They are now being offered at 12½c.

Antoinette flannel is a 28-inch double-nap twill cloth. The goods come in objects, Paisleys and striped designs, over 100 different patterns. Colors are pink, salmon, sky, royal, navy, black, cardinal, green, grey and linen. These were held at 12½c., but are now going at 10c.

The third cloth is flannella merinos. It is a 28-inch plain, double-nap cloth, in objects, stripes and scrolls, black, navy, grey, marine and salmon grounds, which were held at 10c., but are now offered at 8c.

These goods are made by one of the largest United States printers, and the combinations of color are exquisite, the printing being equal in every respect to the finest French work. The designs stand out bold and clear, some of them being fine color printings, making very handsome stuff and quick sellers.

"Gloria Germantown"

You have doubtless had many inquiries lately for this popular wool, which is in great demand for

Ladies' Golf Sweaters

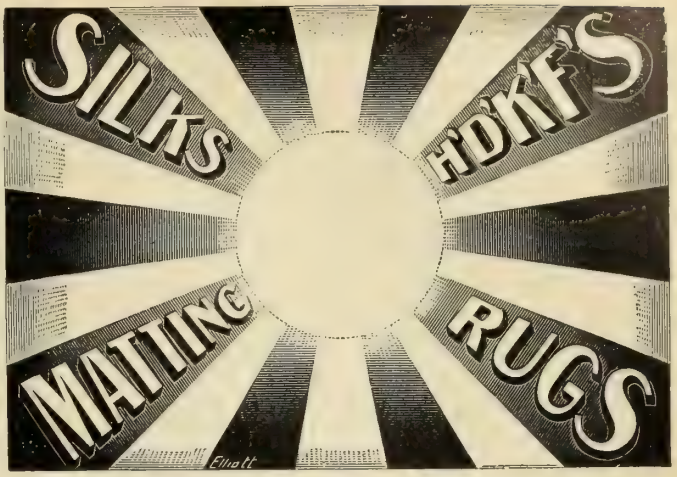
1-lb. PACKAGES.

White and Black, 85c.
Common Colors, 95c.
Fine Colors, $1.05.

Sample Sweater, made from this wool, by mail - - - - - - - $2.25.

SOLE SELLING AGENTS:

F. ROBERTSON & CO.
TORONTO.



K. Ishikawa & Co.

Manufacturers and Importers of

Japanese Silks,
Silk Handkerchiefs,
Rugs and Mattings.

24 Wellington St. West, - - TORONTO, ONT.

Debenham, Caldecott & Co.

Silk Merchants

77 YORK STREET, TORONTO.

LONDON—15, 16, 17 St. Paul's Churchyard. **PARIS**—115 Rue Reaumur. **LYONS**—6 Quai St. Clair.
NEW YORK—111 Fifth Avenue. **MELBOURNE**—277 Flinders Lane. **SYDNEY**—422 George Street.
BRUSSELS—16 Rue Des Boiteux. **BERLIN**—44 Mohrenstrasse. **ROUBAIX.** **ST. ETIENNE.**

We carry a heavy stock in Toronto of

Black and Colored Taffetas, Peau de Soies, Satins, English Tamolines, Failles, Merveilleux, Etc.

Black and Colored Silk Velvets, Ribbons, Laces, Ribbon Velvets, Etc.

WHICH WE SELL AT IMPORT QUOTATIONS.

Debenham, Caldecott & Co., Toronto

LACES AND TRIMMINGS

IN the various wholesale houses the departments devoted to the display of laces, embroideries, ribbons and all sorts of hat and dress trimmings have received rather more attention from buyers visiting the foreign markets than usual this year. The result is that for the Christmas and late Winter trade, as well as for Spring, 1903, the average Canadian jobber can offer to his customers a wider choice of designs and materials, to say nothing of prices, than has been the case for a great many seasons. In fact, it is doubtful if the large houses ever carried as great a variety of the finest goods in this line as they are doing at present.

* * *

MEDALLION effects and embroideries are a feature in laces and dress trimmings that no up-to-date retailer can afford toignore. This effect prevails throughout the coming season's styles.

* * *

IN the lighter laces there will be many malines used, and also French Valenciennes, for whitewear, corsets, corset covers. blouses, etc. This, of course, means a demand for white in these laces.

* * *

THE Paris, or ecru, shade in laces is decidedly in the lead as to color, and all indications point to its being much worn during the coming season. In fact, the wholesale houses have prepared for a tremendous run on this shade. In the European centres, and in Paris especially, this shade is most prominent.

* * *

AS to ribbons, which are a strong feature of the trade, the soft makes are most prominent. The demand for black velvet ribbons in the narrow widths, is still very good. A lot of these will be used both for millinery purposes and dress trimmings. Besides the blacks all the staple and fashionable colors are going well. Business for Spring, in ribbons, is quite satisfactory. As yet the orders booked have been chiefly for the plain sorts; but it is not unlikely that fancies may appear later, and go moderately well.

* * *

BESIDES the undoubted great popularity of lace and other trimmings for Winter and Spring, there is another reason for the wholesalers going into the more costly and high-grade goods. This is that the trade of Canada is continually reaching out for better goods, and the leading merchants are less and less inclined to stock the cheaper grades instead of making an effort to secure the trade of the best buyers in their neighborhood. There is a marked difference in both the quality of the goods taken and the taste displayed in making an assortment of such goods between the present and a few years ago; and the change is a sign of the times that should be an encouragement to all members of the dry goods trade in Canada, whether manufacturer or importer, wholesaler or retailer. In no class of goods is this seen more than in laces, and especially, this season, in guipure laces for trimmings, the very finest quality of which are going remarkably well.

NOVELTIES IN LACES.

The buyer for the fancy goods and notions department of The Gault Brothers Co., Limited, has just returned from the European and English markets where he secured some novelties in laces, dress trimmings and embroideries that it is claimed will not be shown in any other house in Canada. In the Paris shade, which is so popular, the assortment is exceptionally handsome. The trade should not miss it.

NOVELTIES IN SILK, ETC.

Brock's, Toronto, fancy goods section has in stock the latest noveties in silk or mercerized applique trimmings, Val. laces and insertions; wool ruching, fringe and boas; ball and mantle pearl buttons; braid dress trimmings, baby ribbons in velvet, feather, cord edge or moire; taffeta and satin duchesse neck ribbon, including their eye-opener "Sellfast" black and ivory galoon lace trimmings.

LACES AND TRIMMINGS NOTES.

Lace collars are a big feature in the trade at present; every lady must have one. The Gault Brothers Co., Limited, have these goods in stock in great variety and are adding new lines for Spring.

* * *

"Pansy" and "LaRose" are two new lines of high-class American brush binding being introduced by Brophy, Cains & Co. They come in all the new shades with a special range of homespun grey mixtures which have never before been shown.

* * *

Silk and linen, and linen batiste with guipure and lisse applique trimmings will be largely used this Winter for evening wear. Brophy, Cains & Co. have now in stock again their P50 plain goods, as well as corded, tucked and lace inserted lines at a variety of prices.

MANUFACTURERS ORGANIZE.

The cotton manufacturers of the Dominion met in Montreal on October 31, and formed themselves into a section of the Canadian Manufacturers' Association. Every cotton company in the Dominion was represented, and A. F. Gault was elected chairman.

ALTERATIONS IN A HAMILTON STORE.

During the past few months many changes and improvements have been made in the "Right House," Hamilton. The inside of the store has been entirely remodelled, and many improvements effected. This store has been made more up-to-date, and many schemes devised to increase the comfort and convenience of the public who patronize this store.

PIN SHORTAGE.

There is a shortage in the pin trade. The demand for pins has increased so rapidly that there is a shortage in supply. There is only one pin factory in Canada, at Galt, and the Toronto wholesale houses report that they are unable to get consignments fast enough to supply the demand.

All brass pins are made in England, and there has been no difficulty experienced in securing sufficient quantities from there.

LARGE STORE FOR LONDON.

No city in Ontario has made a greater advance in the character of its retail stores in the past few years than the city of London, and now another important change is to be made by Mr. T. F. Kingsmill, a local dry goods merchant. He has purchased the Wright property next door, and is adding this to his own store. The fronts of both houses are being entirely rebuilt, and when finished they will be four storeys high, and will extend from Dundas to Carling street.

When this store is completed Mr. Kingsmill will have one of the largest and best dry goods houses outside of Toronto. While his own store is rebuilding Mr. Kingsmill will occupy the Runians, Carson & McKee Company's stand.

The Watson Manufacturing Co.
Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.
A. L. GILPIN, MONTREAL, QUE.
J. A. MURRAY, ST. JOHN, N.B.
J. A. BRYSON & CO., WINNIPEG, MAN.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

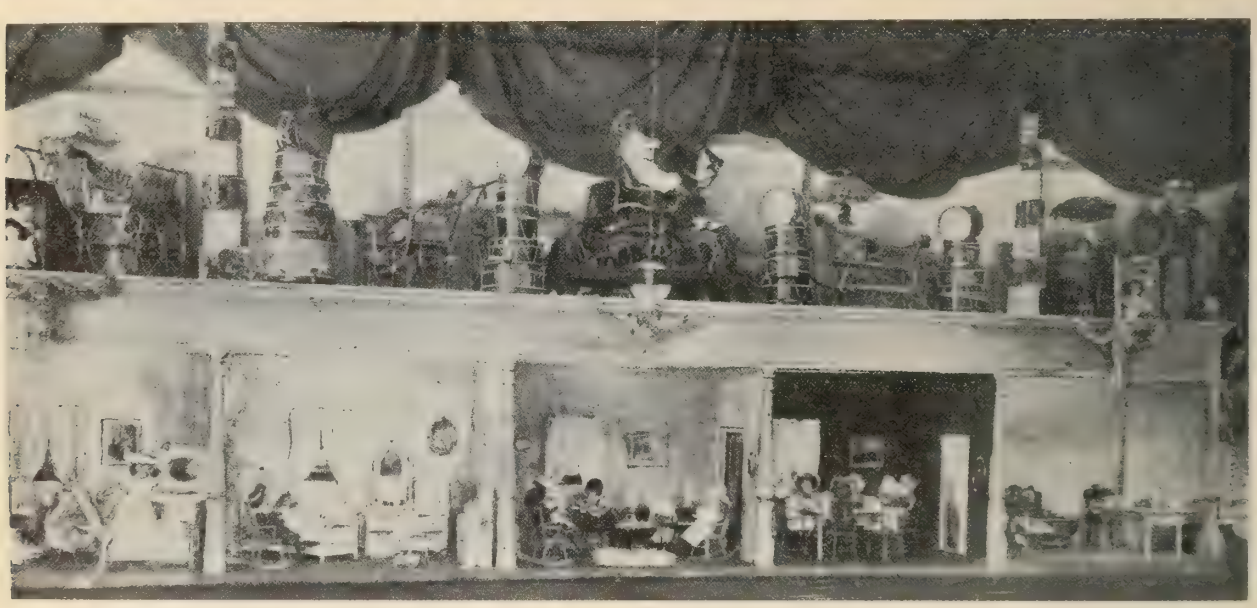
CHRISTMAS TRIMS.

DURING the next few coming weeks every trimmer will be racking his brains for ideas for his holiday window and interior displays. It is a very bad policy to leave everything until the last few days when everything is on the rush. Much time and trouble can be saved by a little forethought on the subject a couple of weeks in advance. Merchants should allow their window trimmers to provide for their displays on an elaborate scale. No notion of false economy should be allowed to interfere with the attractions of his displays. To be economical—let us speak plainly and say "stingy"—in supplying your decorator with proper materials, will lose you more trade than you can afford to spare. If your competitor's display is better than yours the reason will probably be that he has been more liberal than you in providing proper material for display. You cannot afford to let anyone outdo you in window display in those days preceding the holidays, when most of the shoppers depend upon the windows to guide them in purchasing.

The trimmer's duty during this important season is to exercise his talents to his employer's best advantage. If he plans his displays weeks in advance and if his house affords him proper scope and material he should strive to outdo all former efforts and win trade for the firm that pays him his salary in dull months as well as busy ones.

Don't worry about working overtime. The entire force must be too much interested in the success of the Christmas trade to grumble about a few nights' work. And do not expect your employer to allow you a greater expenditure than the business will afford. Make your windows as attractive as possible with the smallest outlay.

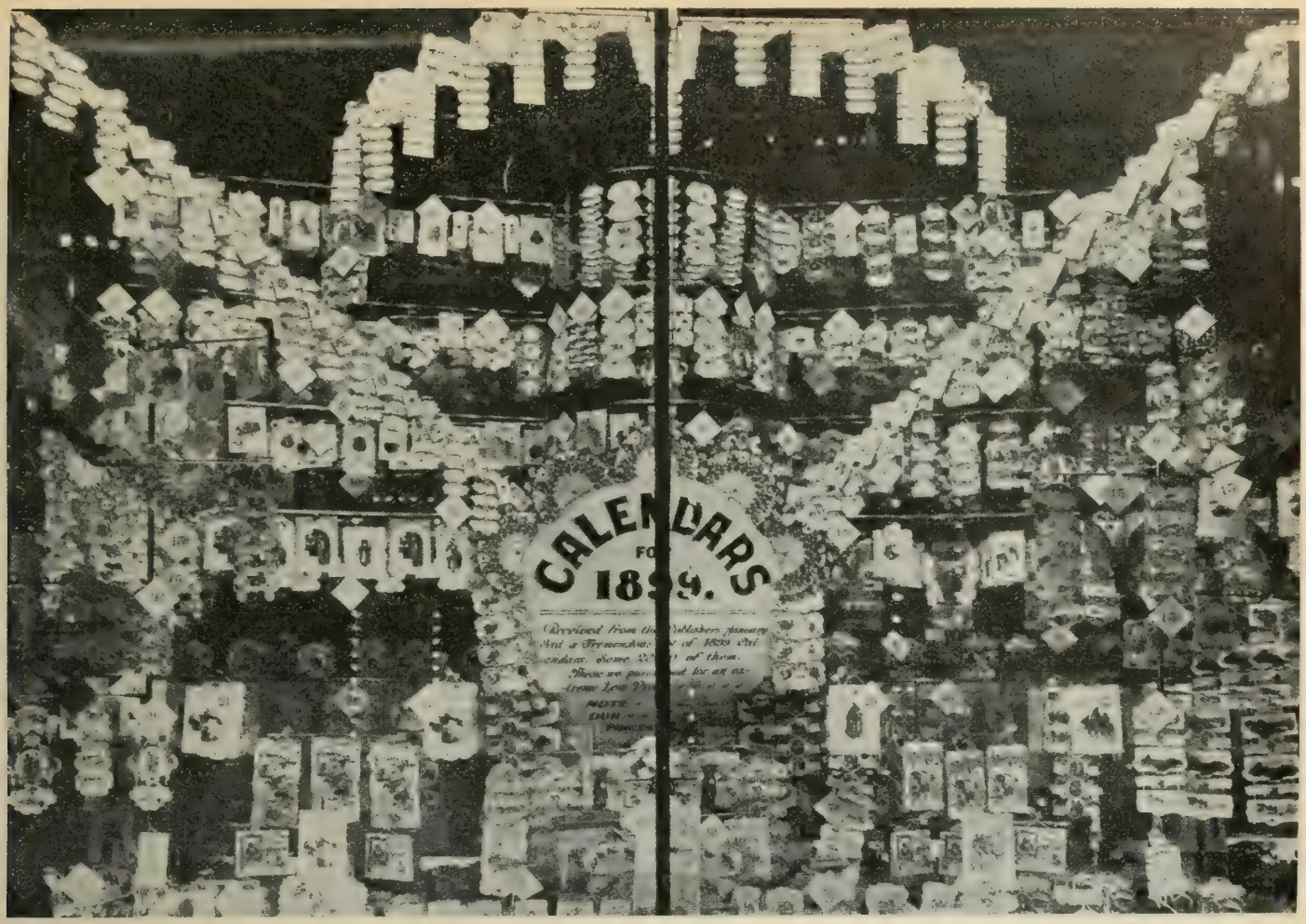
Realizing that this season is the merchants' harvest time, "The Review" presents some interesting models of holiday windows from which our readers may glean many hints that will be useful in decorating their own windows. The pictures explain themselves excellently, but the following descriptions may be a further aid. The first illustration shows an excellent arrangement of cards and calendars which most dry goods houses generally have for sale at Christmas. They are displayed on nickel fixtures, the same as men's furnishings are usually shown on. In place of nickel fixtures, light strips of wood (covered over with light-colored cambric) could be substituted.



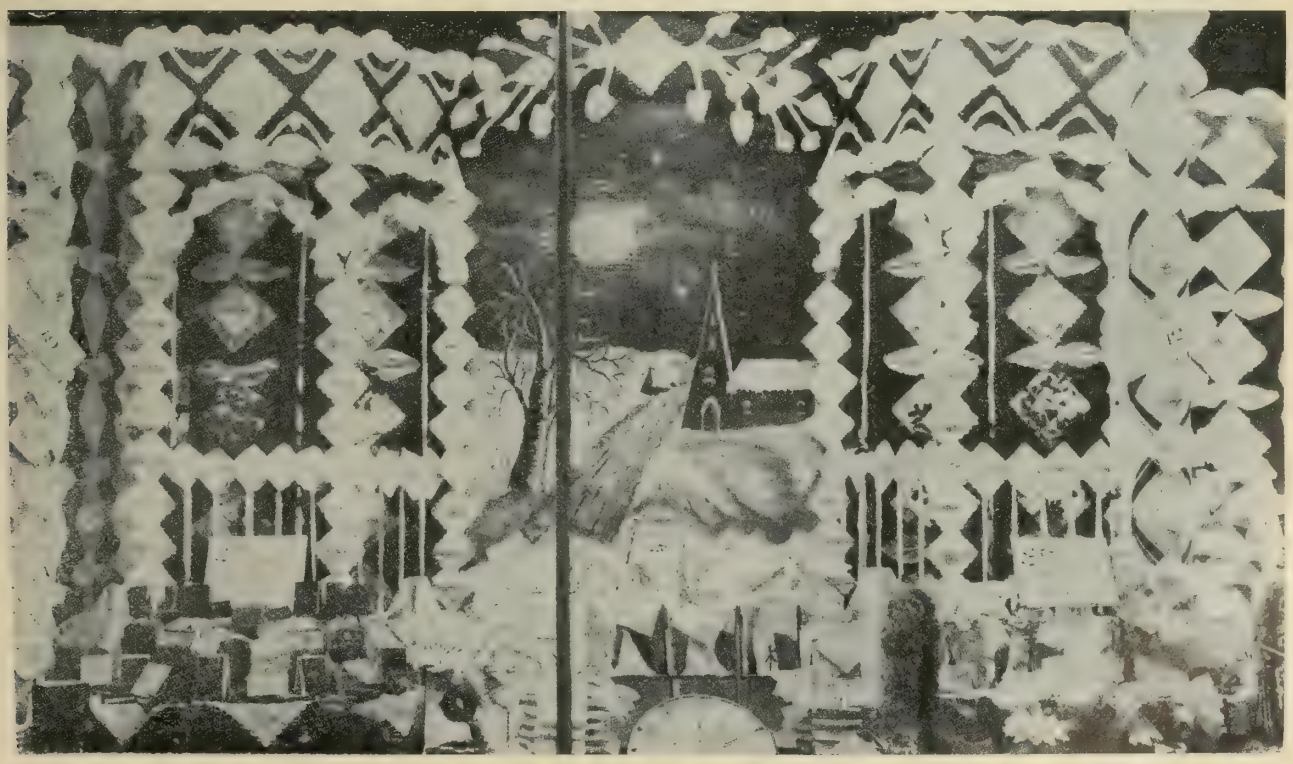
AN INTERIOR DISPLAY OF TOYS.

Before proceeding any further with out subject we might call the attention of the reader to a little matter in connection with the illustrations of window displays shown in these columns from time to time. Possibly some of our readers when examining the illustrations might think that they were too elaborate for them to attempt to reproduce in their windows on account of insufficient stock, etc.

"The Review" is well aware of the conditions existing in most towns throughout Canada, and its illustrations are samples of the finest trims of different lines of merchandise that are produced in the big cities, and while we know they are generally on too extensive a scale for the average store to attempt, yet many ideas are suggested for a trim with a window half or quarter the size with a small stock. It is like the boy at school and his copy book. The headline is there for him to see how the letters are formed and



DISPLAY OF CARDS AND CALENDARS.



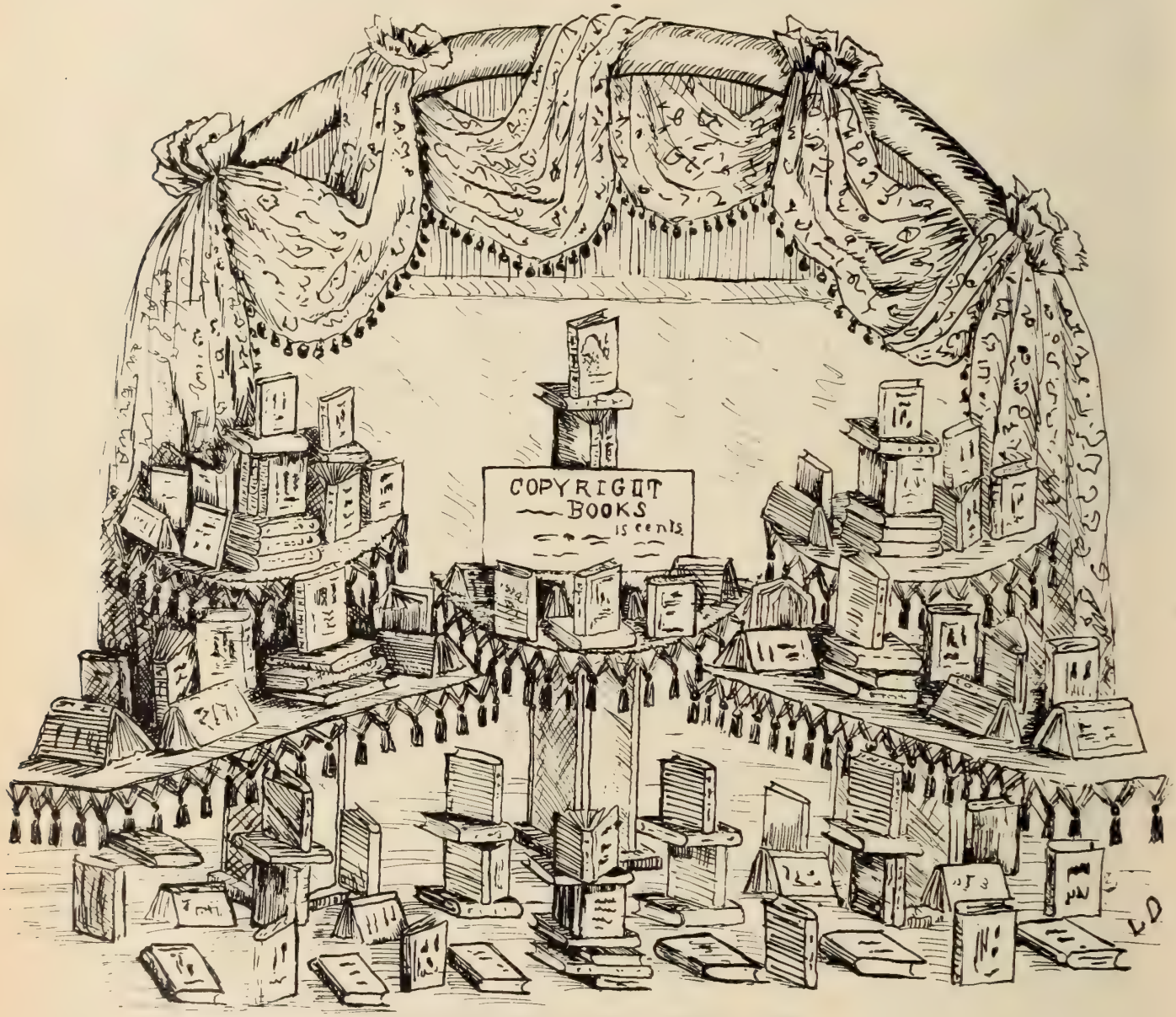
A PRETTY ARRANGEMENT OF HANDKERCHIEFS.

shaped although he does not write the sentence as good as the printed headline, but having the idea, each time he tries he generally improves until he finally becomes a good writer. The same principle applies with regard to the window trimmer and our illustrations.

Illustration No. 2 shows how a pretty arrangement can be made with handkerchiefs. More handkerchiefs are sold at holiday time than at any other season of the year, and every trimmer should strive to make his handkerchief trim one of the best. The design represents a "portico." In the centre a wintry night scene is painted on canvas. Church was lighted with an electric lamp, the windows being cut out and covered with red tissue paper, the moon was cut out and yellow tissue paper pasted behind the opening; also the stars. A couple of drop lights from behind produced the night effect. The illumination was a simple and effective one and attracted hundreds of passers. Gloves and perfumery could be worked into the bottom part of this display. By referring to former numbers of "The Review," you will find ideas for folding handkerchiefs which were explained in an issue of the magazine about a year ago.

Model No. 3 is a pleasing arrangement for an interior toy display. The conception of the dolls' home, from kitchen to parlor, is aptly illustrated, and the furnishings of each apartment are in best of taste. The ledge display is tasty and not overcrowded. There are many suggestions in this cut that could be utilized to advantage in single window display during the coming holidays.

H. H.



ATTRACTIVE BOOK WINDOW, A GENERAL VIEW.

A PRETTY DISPLAY OF BOOKS.

By W. A.

The accompanying cuts are reproductions of careful pen and ink drawings, illustrating a clever and attractive book window, recently shown by a Toronto bookstore. As it was constructed from the simplest accessories, it was deemed by the artist, who sketched it, a most useful model from which drygoodsmen who sell books might derive useful suggestions. A long piece of figured material was draped over the middle of an arch in the background in graceful folds and gathered in festoons and large puffs at

"A thing of beauty is a joy forever."—*Shakespeare.*

ARE YOU ANXIOUS FOR BUSINESS?

DO you believe in old methods or do you believe in having up-to-date ideas? If so, then let us fit up your store with . . . . . .

20th CENTURY CASES.

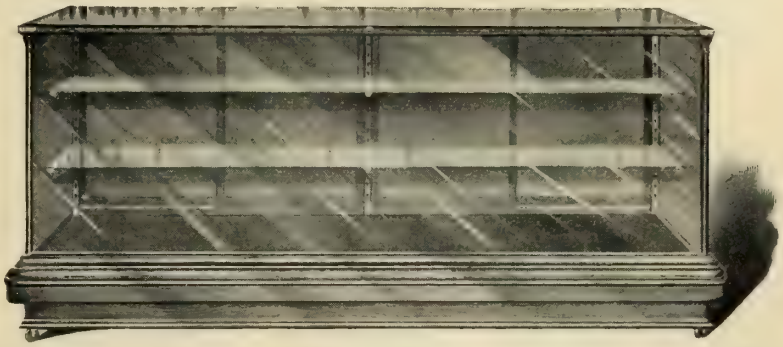
They will make your place a palace of beauty. Our

CORONATION FLOOR CASE

stands on the market to-day without parallel. Just look at this cut! Write for full particulars. Goods well shown are half sold.

Dominion Show Case Co. N. R. LINDSAY

TORONTO, CANADA. Office and Factory, **53 Richmond St E.**





The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

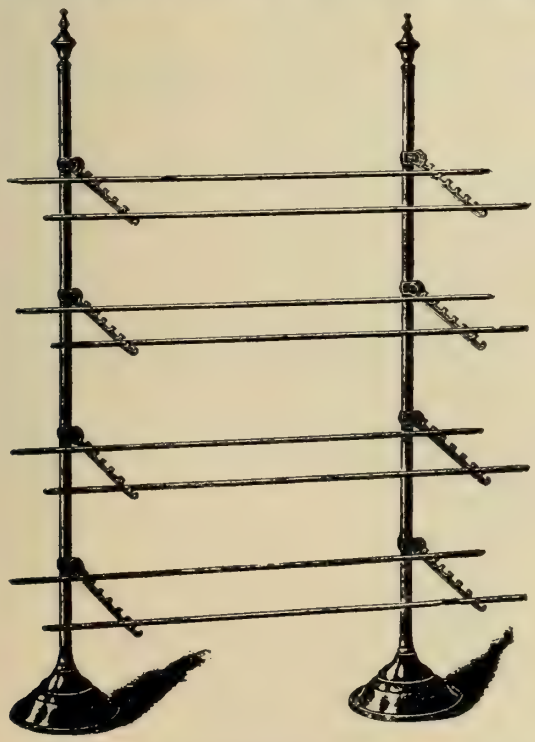
DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

DISPLAY FIXTURES



Your new Fall goods will look best if shown upon our up-to-date Fixture.

We carry a full line of Window and Counter Stands, Triplicate Mirrors, Glass Counters and Show Cases, Wax Figures and Forms, Mantle Racks, etc.

Clatworthy & Co.,

46 Richmond St. W., - Toronto, Ont.

Sold Again.

Last month we advertised a sale of the

Nattiest Store Fixtures in Canada

at prices

to suit the most exacting buyer. The result was most satisfactory, and our large factory has been extremely busy in turning out goods.

We manufacture everything on the premises, and can sell at prices which save you the middleman's profit.

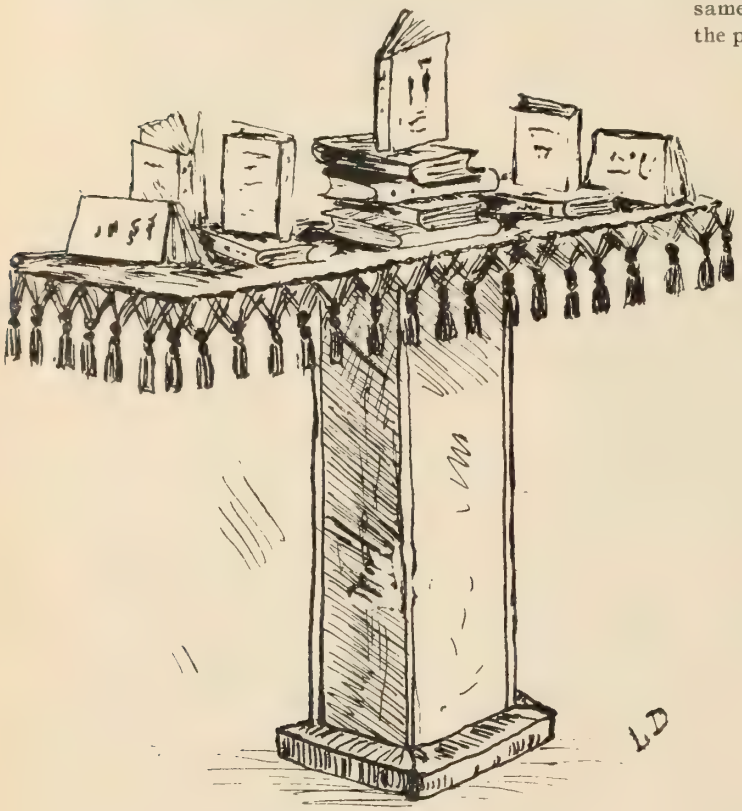
It will pay you to send for our Catalogue.

The Toronto Brass Mfg. Co.

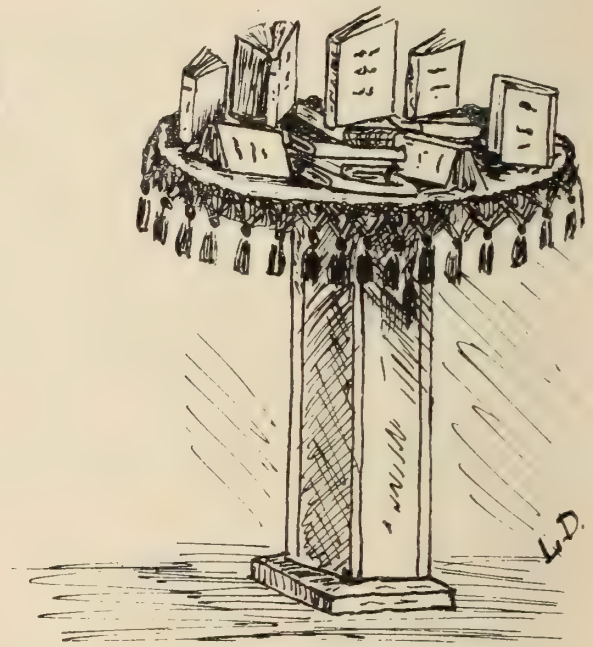
93-95 Richmond St. West

'Phone Main 814 **TORONTO, ONT.**

the sides, the ends hanging down and forming a background for the stands at the sides of the window. The books were displayed on circular and oblong stands, as in the smaller illustrations, made in the following manner: Four boards covered with crimson plush and joined together by a gilt moulding, formed the pedestals, on which were placed the different-shaped tops, forming stands like those shown in the cuts. The books were arranged in a neat and artistic manner on these stands, care being taken that the colors of their bindings harmonized. A round stand was placed about the centre of the floor space, and further back two others were placed near the sides of the window, with the oblong ones in front. Books were shown, some open, some closed, and piled in any manner that will best display



Attractive Book Window—Detail of the Oblong Table.



Attractive Book Window—Detail of the Round Table.

them, on the floor of the window. The books on the centre table were piled higher than the others and in their midst was displayed a large price ticket. The materials for the display were not hard to get together, and the stands might be put to a variety of other uses, both in store and window displays.

AN OBJECTIONABLE WINDOW.

A well-known tailor and men's furnisher characterized the coal situation by putting in his window a "dummy" police officer whose back was turned on a hod of real coal. in the "dummy's" hand was a card bearing this inscription:

"Help yourself. I am not looking."

Near the hod was a pictnre depicting boys stealing the coal.

A number of the coal dealers protested to the police, and an attempt was made to remove the objectionable exhibit. The tailor refused to allow it to be removed and he was sustained by the chief of police. The objectors claimed that it incites boys to steal.

THE WISE MERCHANT.

WHEN I was a young fellow, making my first essay as a retail salesman," said a successful business man, "the proprietor of the store used to give me a good deal of good advice and some that wasn't so good. But it was all kindly meant, and I took it, using my own judgment as to how much of some of it I could do better without. One of his standbys was: 'Any kind of a clerk can sell goods to a customer when he wants them; it is only the skilled clerk who can sell a customer what he doesn't want.' Now, that looks all right in theory and a good many business men still hold that it is sound, and instruct their clerks to follow it.

"But I do not, nor do I think it is good business. Of course, if a clerk can sell a customer something for two dollars, say, when the customer wanted something in the same line for a dollar and a half, that shows the clerk to have the proper qualifications, provided the customer finds the two-dollar grade so much better than the cheaper that he is more than satisfied, as he will be in the majority of instances.

"But take it the other way. A customer wants a hat or a piece of goods or a certain kind of shoes, or something else in which his personal taste and feeling are paramount. The clerk can't show just what is wanted, though he may know that it can be had somewhere, and he proceeds to prove to the customer that the goods the clerk can show are the latest in style and are popular and all that, and finally persuades the customer to buy what he didn't want. He has made his sale all right, and has shown his skill that far, but what of the customer? When he gets the article home and puts it on he doesn't like it any more than he did when he had his mind set on what he did like, and, in addition, he doesn't like the clerk for persuading him to get something he didn't want, and he doesn't like the house that employs such a clerk, and the result is that a possibly very good and permanent customer is lost for the sake of a single sale of two or three or five dollars.

"I never try to instruct my customers in what they want unless they show plainly that they do not know, or are so undecided that my knowledge is of value to them and they appreciate the advice I may be able to give."



THE CELEBRATED **C.B. CORSETS** ENGLISH MANUFACTURE

have far and away the largest sale of any corsets in the world, being sold by 13,000 Drapers and Ladies' Outfitters to upwards of 4,000,000 corset wearers. C.B. Corsets are preeminently suited to Canadian requirements, and once stocked in good assortment quickly attract an important trade, easy to cultivate and capable of a considerable degree of expansion.

The Celebrated **C.B. Corsets** represent a standard of excellence to which lesser known corsets do not pretend.



The many imitations of **C.B. Corsets** are flattering testimony to the sterling merits of the latter.

The production of C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the most up-to-date factories in England.

Sole Agents for Canada: The British Import Co., 1 West Wellington St., Toronto

Who will be pleased to submit samples upon application.

WAISTS

WHILE the majority of Canadian manufacturers of waists have had a highly satisfactory season this Fall, there are some whose lines did not meet with equal favor, notwithstanding that their productions were of the latest style. The trouble is that some Canadian manufacturers are inclined to follow the United States fashions too closely and indiscriminately. While, in the great majority of cases, what sells well in the New York market is also good here, it frequently happens that some styles introduced with success there are entirely unsuited to this market; and no matter to what popularity they attain across the border, no amount of pushing will bring them favor here. This applies to waists as to other women's garments. It is a feature of the trade which the retailer also frequently overlooks, and would do well to give attention to.

* * *

TAFFETA waists, trimmed with moire, are considered very good by most large houses, and up to the present they have been quick sellers.

* * *

THE colors that appear to be best liked this Fall are white, black, sky, royal, cream, cardinal, nile green, and reseda green. While there is still a demand for pink and old rose, the amount of business done in these colors is not up to the standard set last year.

* * *

MOST taffetas fail to give thorough satisfaction to the wearer, but no other material will give the same dressy appearance. We expect to see taffetas leading, in spite of the fact that many attempts have been made to replace it by louisines, peau de soies, and other materials of the same price.

* * *

FOR Fall and Winter wear the largest buyers have gone in heavily for all-wool flannels, taking them in large quantities, and in qualities to retail from $2.25 up to $5.00 each. These are likely to prove among the most profitable articles in waists shown this Fall, although taffeta waists are as popular as ever, and the styles shown are by far the best ever seen in Canada.

* * *

WE hear a good deal about the possibility of the shirt waists giving way to the shirt-waist suit; but this is not considered likely by the best authorities. The shirt-waist suit will no doubt be a factor in the trade, but every woman wants some separate waists, that can be worn with any sort of skirt. The trouble with the shirt-waist suit is that if the skirt be soiled the whole suit is useless, as the waist which goes with it cannot be worn with ordinary skirts. However, this drawback does not prevent the shirt-waist suit from being an article worthy of the attention of the trade.

* * *

FOR instance, in the matter of the lighter materials for Fall and Winter wear, the trade of Canada has often been induced to buy some styles which, though suitable to the moderate climate of the central States and to the still warmer climate of those States further south, are altogether out of place in Canada, where the Winter season necessitates warm clothing. This year some light waist materials, both handsome and stylish, have been sold on this market on the strength of their popularity in the United States, and now the Canadian purchasers of such goods have them on their hands, and are unable to dispose of them.

ADDING A NEW LINE.

The New York Silk Waist Manufacturing Co. have decided to enter the underskirt field, and when the representative of THE DRY GOODS REVIEW called, they were busy installing a special plant for that purpose. They have for a long time been asked by many of their customers to show a range of underskirts; the trade were so pleased with their waists that they desired to buy both articles from them. The company expect to have the latest machinery in operation in a few days, and to have the entire range out in time for a special trip for the early Spring trade.

They have engaged a special French designer direct from Paris, who will devote his whole time to the designing of the latest and best-selling skirts. They will carry a very large stock of silk and sateen used in their waist department, and will be able to give prompt delivery on all orders.

LADIES' SILK AND FLANNEL WAISTS.

Houses that make a specialty of ladies' silk and flannel waists report a very active demand for their goods, which is not to be wondered at, considering the beauty and style of the garments shown. Tooke Bros., Limited, who do a high-class trade in these goods, are showing a really magnificent range of new goods for Christmas. They show some new lines in silk stripes, which are extremely pretty and saleable, and some new designs in taffetas and peau de soie that are very striking. They report a large business in flannel waists, particularly in the French novelty goods, stripes, etc., and have found quite a demand for heavy cotton vesting goods, so popular just now in New York, both in white and colors.

A special line of ladies' Winter blouses can be had at Brock's, Toronto, to retail at 50c., choice patterns and good fitters; a line cleared out at a price from a manufacturer who had to realize.

PREPARING FOR SPRING TRADE.

THE manufacturers are just about finishing the last orders for Fall and Winter trade, and are turning their attention to samples in lawn and prints for Spring lines. The season has been a particularly good one, and orders have been unusually heavy with most houses, as waists in medium-priced goods are more in demand than ever; in fact, no woman can get along without them. And there are so many pretty materials and styles shown that she prefers to buy the ready-made waist, as if from a good maker. It is a better cut, and has more style; and then again, it is less trouble than having the material made for her.

Waists in henrietta, French flannels, both plain and printed, fine cloth, albatross, etc., have been ordered freely, while large numbers of trim little waists are shown in the many cotton effects in imitation of printed flannels.

Although the cotton waists in mercerized goods and basket weaves have caught on with a certain trade, and are increasing in favor, the bulk of the trade is being done in the dainty and useful wool waist, which comes at a more moderate rate than the so much talked of cotton goods. Many velvets, both plain and metal printed, are shown, and will be in increasing demand as the season advances They can be comfortably worn this season, as the coats are so large and loose that they slip easily on. One objection to a velvet waist has always been the difficulty of getting a coat over it

Changeable silk is being called for in some quarters, and a few plaid taffetas are seen, but the most liked waist for useful wear is peau-de-soie in black and louisine in dark colors.

The salesmen for the wrapper houses have met with fair success, but there will be no great rush for these goods until later on in the season

Cotton velours, cashmerettes, and other printed cotton fabrics are in the lead, but many dressier affairs in henrietta,

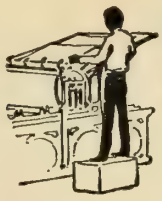


$1 Learn to Write $1 Showcards

A full course of instruction by mail for **Merchants, Window Trimmers** and **Clerks.** This full course of Instructions and 34 plates of model Alphabets and Figures, "designed by the leading artist sign-writers," put up in book form, will be mailed post-paid to any address on receipt of **$1.00.** If you wish to be an up-to-date card-writer it will make you one.

Write,

W. EDWARDS,
Carleton Place, Ont.



PRINTING BY MAIL.

We make a specialty of filling Mail Orders for all kinds of printing, and we do it **cheap.**

1,000 GOOD WHITE BUSINESS ENVELOPES for **$1.00,** any printing.

1,000 Official No. 10 Envelopes printed for $1.75. Noteheads Billheads, Statements, $1.50 per 1,000.

WEESE & CO., Jobbers, 51 Yonge St., **Toronto.**

One Ad. Emphasizes Another

Each does some missionary work until the convert is won. Continuity breeds success.

A PALMENBERG CLOAK AND SUIT FORM

is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired and never wants an increase in salary.



60D.

These Superior Forms are the Very Best you can buy.

New models, low bust, prominent hips, perfect shapes. Sizes, 30 to 42-inch bust. Bust made of Papier Mache and covered with fast black Jersey Cloth.

Heavy Wire Skirt, Japanned Iron Base and Standard. The new slide support and the screw in the top are distinct features and make the figure rigid and strong.

J. R. PALMENBERG'S SONS

Office and Salesroom: 710 BROADWAY.
Factory: 89 and 91 West Third Street, **New York**



Don't fail to send for our catalogue of

Fine Wax Figures

Sole maker of Forms and Wax Figures in the Dominion.

And Fixtures for Showing

Dry Goods
Clothing
Shoes
Cloaks
Millinery
Furnishings

A. S. Richardson

Factory and Show Room

62 Hayter St., Toronto.

'Phone Main 3687.

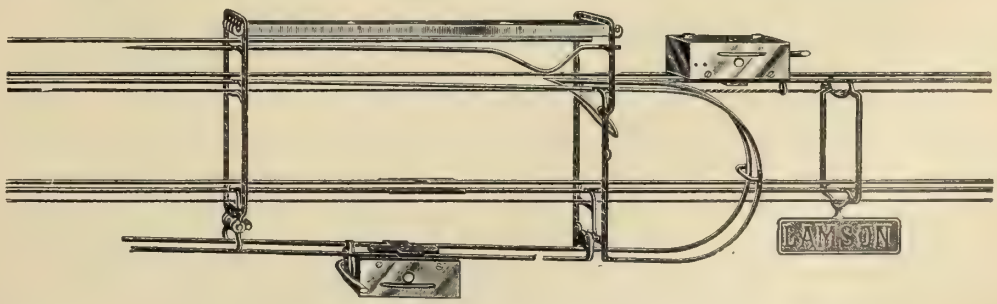
—and—

714 Craig St., Montreal.

Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

Hundreds of users testify to its excellence.



Write for particulars . . .

FREDERICK C. CUTTING, - No. 117-119 Simcoe Street, TORONTO, ONT.

and soft wool materials trimmed with lace and ribbons, particularly black velvet ribbons, are well thought of.

It would pay many retailers to give more prominence to this department, and to display these goods to more advantage, instead of relegating them to any out of the way corner, as is too often done. The large dealers in the cities appreciate the importance of this, and by so doing make many a sale that the country storekeeper might have made if he had only been a little more on the alert.

Cosy and comfortable, and at the same time pretty and artistic, are the wrappers and dressing sacques made of quilted china silk, in all colors, and embroidered in floral designs in silk. They have many merits to recommend them, and are likely to be well sold.

Dressing sacques of henrietta French flannel, eider down and in crochet wool goods, come in great variety, and from the cheaper lines, trimmed with frill of same material, or eider downs with crochet edge, or in henriettas and soft wash silks, with elaborate trimmings of lace and ribbon, they are great sellers.

FEATURES IN SILK WAISTS.

If a thing of beauty is a joy forever, what a wellspring of joy a woman must possess who has one or more of the season's new waists. Beautiful they are, and what a variety to choose from—taffeta, peau de soie, liberty, velvet, lace, mousseline, crepe de chine, etc., tucked, embroidered, trimmed with lace, faggoting, and, in short, adorned with every trimming the mind can conceive and the fingers execute.

The girl of to-day without her separate waist, who can imagine her? It forms one of the most important parts of her costume. By means of it she can make frequent changes in her costume, and at small trouble or expense. See her in a neat tailor-made costume for the street. Let her only take off her coat and note the change! She wears an elaborate silk or lace waist, and is now ready for theatre or reception. In short, given waists of different degrees of elaborateness, you can dress appropriately for almost any occasion.

And now for silk waists. And, indeed, any girl may be pardoned for going into raptures over them. Such combinations of soft silk and filmy chiffon! Such beautiful models in velvets and rich lace! And then, for practical wear, such swell little affairs of taffeta and liberty.

The two last-named materials are by far the most popular for general wear. They look equally well when plainly made or heavily ornamented. Indeed, many of the cutest and most stylish waists are absolutely plain, and only relieved by the fancy neckwear chosen to wear with them.

The taffeta waist is an old-time favorite, and no other fabric ever seems quite to take its place. One pretty model was of pale blue silk, the front plait, the yoke and the sleeves by the shoulders of fine tucking; the tucking on the yoke adorned with little embroidered sunburst-like effects, with the centres solidly worked. The belt is of self material with catstitched edge, and the collar and cuffs beautifully worked in catstitch with silk of the same tone. Both collar and cuffs are trimmed with a narrow band of lace. Many taffeta waists are tucked and faggoted with silk of a contrasting color. Black on white and the reverse are, of course, the most popular. Pines and kindred designs are cut out of the silk and attached to the body of the blouse by faggoting. This trimming generally outlines the yoke, and is repeated again across the baggy part of the sleeve.

Liberty satin has been gaining in favor lately for waists. It owes the position it occupies to its softness and the pleasant feel it has, and is likely to hold its place for some time in the public favor. Liberty is such a soft silk that it admits of finer and more elaborate tuckings than can be accomplished on heavier weaves, so, it is generally made up so as to exhibit this quality. One blouse seen of black liberty had the yoke a mass of fine tucks to the bust line, where it was adorned with medallions of lace and worked dots of white silk. The sleeves were plain, with the full bag effect below the elbow; the cuffs tucked, but in wider tucks than those on the yoke. In a novel form of blouse, also of black liberty, the front of the waist was entirely trimmed with white silk motifs, in which were caught small white silk tassels.

Motifs, either applied or worked in the material, are much used on the waists of those who are up to date. They run from tiny little rounds to large medallions, some of them even four or five inches across. They take the form of self material faggoted on, or a bit of another color, and a piece of velvet, or panne, or flower cut from Dresden or chine silk, or rounds or diamonds of lace, and are appliqued on with either braid, lace or some fancy stitch. Black peau de soie makes the handsomest waist for an elderly lady, but should never have the slightest suspicion of gaudy-colored trimming about it. Back trimming is in the best taste, but a touch of white is admissible, or some very handsome ecru lace, while velvet ribbon can also be used to advantage. Peau de soie is also shown for younger wearers, but is not so handsome a silk in colors as in black. As this is such a good wearing silk, it is suitable for trimmings of a higher class, as it is almost sure to outwear either of the other popular silks.

Next to silks come the velvets, not only silk, but velveteen, panne, and printed embroidered forms. Black velvet is, perhaps, the favorite. It is so rich in its simple elegance that it needs very little trimming.

A very handsome velvet blouse was simply trimmed with two pieces of satin ribbon fastened in with the sleeves at both sides and forming a Y on the front of the blouse. The ribbon was caught at short intervals by silver buckles, and had chenille and jet pendants at the ends.

A blouse of metal-printed velvet had yoke pieces and collar and cuffs of white silk braid. Below the yoke was inserted three square motifs of Irish lace, the rest of the blouse and sleeves being of the velvet. A lovely blouse of white mousseline de soie was made with wide tucks all over and with the princess closing in front. It was trimmed with rows of Chantilly lace motifs, with a bit of Dresden silk in pale shades in the centre of each. The sleeves were tucked to the elbow and the motifs formed epaulettes on the shoulder, and the lace was again repeated on the baggy part of the sleeve.

Beautiful waists in heavy lace are preeminently the garments for evening and theatre wear, and in plauen, Venice, renaissauce and Irish, and, to a smaller extent, in Arabian lace, are shown to dazzle the eyes of those able to afford such garments.

RELIABLE MERCHANTS WANT

RELIABLE SILK WAISTS

RELIABLE SILK JACKETS

RELIABLE DRESS SKIRTS

WE



MAKE THEM

SEE OUR

Tailor-Made Waists

THE COMING NOVELTY.

As usual, we have the best.

While in Montreal call and see us.

AMERICAN SILK WAIST CO.

1853 Notre Dame St., MONTREAL.

The Largest Exclusive

Waist House

in Canada

Special:

We bought the entire stock of a large flannel house in Paris, France, comprising their best quality All-wool French Opera Flannel, 27-in. wide. The colors are Cream, Black, Cardinal, Navy, Sky, Heliotrope, Olive Green, Dark Royal, Pink and Rose. There are about 200 yards of each shade, more than we shall have time to make up into our "Shield Brand" Ladies' Waists. The price of this flannel was 42½c., but we will sell same in any quantity at 37c. net, 10 days, no discount.

The....

New York Silk Waist Mfg. Co.

40 St. Antoine St., MONTREAL

Never Before Were **"P.D."** CORSETS In such Good Demand



The specially attractive appearance of **"P. D."** Corsets helps to a very marked degree to make them ready sellers. The many other desirable features found only in **"P.D."** Corsets have won for them a continuously growing popularity. Their style, their comfort, their durability have secured for them the foremost rank in the corset trade. One sale is instrumental in producing another. This is the kind of corset to recommend your customers.

For Samples and Prices write

KONIG & STUFFMANN

Sole Agents for Canada — 11 VICTORIA SQUARE, **MONTREAL**

THE BEST WE HAVE SHOWN

Considering that Crompton's Corsets have been upon the Canadian market for upwards of a quarter of a century, our statement that these new models (a full line) are the best we've ever shown means a good deal.

—The eyes of the progres-
—sive dealer will soon
—convince him that we
—do not overstate.



THE

Crompton Corset Co.,

Limited.

78 York Street, - - TORONTO.

CLOAKS, COSTUMES SKIRTS

THE houses engaged in this line of business are very busy places these days as, owing to a little hesitation over what would prove the popular style, some buyers were rather slow in placing orders. But orders are coming in so thick and fast now, and for immediate delivery, that manufacturers have all they can do to get them out. Many of them are working overtime. Those houses who adopted the plan of making up staple lines in the off season are in clover now as they have a surplus stock to draw on.

The "Monte Carlo," as predicted, has proved the popular style of coat, but not to the exclusion of other styles, and the woman who cannot find something to suit her individual taste must be very hard to please. The materials of which the up-to-date coat is made are in endless variety and range from smooth cloths, velvets and velours, moires, cheviots and tweeds, to peau de chevron (horse's skins), and the shaggiest and woolliest of zibelines. The trimmings are in even greater variety than the material of which the stylish coats are made, fur, velvet, lace, braids, cords, buttons, embroideries, galoons, etc., in endless combinations and varieties being used to trim.

The "Monte Carlo."

Never was there a time when care and judgment was more needed in making the selection of an outer wrap, and salespeople need to exercise great patience and tact to enable the right person to purchase the right style of coat. Of course, some customers will not take advice; and we have all laughed at the result: The short, fat woman in a coat with its capacious tails ending about the knee and making her look several feet wide, or the tall, short-waisted individual in a little bit of a jacket which emphasizes the shortness of her upper anatomy and puts the enormous skirt capacity largely in evidence.

Care And Caution.

There is a great tendency towards glossy, long-haired fabrics. These are called zibelines in the lighter cloths and peau de chevron in the heavy makes. This fabric is very rich-looking and somewhat resembles miror lamb, only the waves are even in figure, and many of the handsomest coats are made of it. On seeing these rich fabrics one would think that they would be complete in themselves, but, on the contrary, they must be appliqued in dull cloth or silk outlined with cord or chenille and silk buttonhole stitch. Furthermore, they must be ornamented with braid, cord and buttons, and, as a finish, have large collars of lace, sometimes edged with fur, ecru, or cream guipure, very often over white satin, and, in many cases, with a touch of oriental-colored galoon somewhere about the collar or front of jacket.

Glossy, Long-Haired Fabrics.

Voluminous wraps are shown in rich velvet and in loose simple forms, with capes, full sleeves, and large picturesque cuffs, and are lavishly ornamented with jet appliquies of braid in varying widths, Irish crochet and guipure laces, silk motifs, bands, tuckings, cordings, as well as inner trimmings of braids and galoons in Persian, Egyptian and Oriental coloring and design. Edgings for revers, collars, etc., are often seen in sable, chinchilla, ermine, fox and Persian lamb. These wraps are used for carriage wear and very swell occasions.

Voluminous Wraps.

It is hinted, and in some places more than hinted, that full skirts, over dresses and the old-fashioned pleated trimmings fastened at the back with a tape are upon us, but the present styles are too becoming and graceful to be lightly changed, and most women will cling to the becoming flare.

A Hint.

There never was so much elegance and luxury shown as is now displayed in the cloaks for evening wear. The very richest of brocades and handsomest of silks are used, and where the outside is of cloth, the lining will be of ottoman silk, or rich damasse The cut of all is about the same, in long straight lines, with pagoda sleeves, and generally with collar of fur, oftenest ermine, as it is the evening fur above all, but sometimes squirrel or mink is used. One handsome model was of white satin, with large raised flowers of black velvet forming an empire pattern over it; a lining of pale pink brocade, and collar of mink, with cas-cade of yellowish lace down the front. A coat of dull pink cloth was lined with ivory white silk, and had collar of ermine, and deep bands of the same on the flowing sleeves.

Elegance and Luxury.

In ready-to-wear costumes the styles are about the same, but there are many rumors of a change, and any novelty seems to be eagerly sought after. The knickerbocker or splashed white on a dark ground is very strong in tweeds and cheviots for tailor-mades, and the trottior or ankle length skirt has come to stay, at anyrate for the present season.

Ready-Made Costumes.

The little cape or capes have invaded the tailor gowns. The difference between walking and tailor suits for dressier occasions consists in material and length of skirts. The street gown is in ankle length or a little longer, according to taste, and the newest models in tailor gowns show very long skirts. Both have full flares and abundance of plaits and trimmings, and the picturesque sleeves are a little larger. All waists are of the coat order with basques postillions, or tails, and many of the jackets are of the shirt-waist suit order and intended to be worn with a separate wrap or with furs later on.

Separate coats and jackets for ordinary wear, both short and three-quarter length, come in Irish friezes, and rough Scotch and English cheviots and tweeds. Smart little models are made from these cloths, in grey, brown, and the fashionable snowflake and knicker-bocker effects. These are the materials to choose for a separate coat to wear with different gowns. In finishing these coats velvet is used for collar, cuffs and lapels, with a cord or narrow fancy braid outlining the edge These coats are mostly in loose effects in three-quarter lengths, but the Russian blouse style, with skirt about 18 inches in length, seems to be gaining in favor, particularly with the better class trade. These coats invariably have two or three little capes, and large bag sleeves with cavalier cuffs. The velvet collar, revers and cuffs often show row upon row of white stitching. Long-haired zibelines are made in the loose-backed style, with stitched strappings of plain cloth. The buttons on these coats come in for quite a share of attention, as they are handsome, and form a telling feature of this Winter's mantles. Black satin or self colors are most seen for linings, but some of the

Separate Coats and Jackets.

DUST SPOILS

more hats than age or fire. You wouldn't think of exposing your neckwear or shirt stock to the air and dust, and you certainly wouldn't put them in old paper boxes, five high, on the floor. Then why your hat stock ? Our new, patented cases are silent salesmen—the hats are always in sight and thoroughly protected.

WE CAN FILL ANY SPACE, BECAUSE WE MAKE THESE CABINETS IN ANY WIDTH REQUIRED, WITH TRANSPARENT CELLULOID FRONTS; ALSO GLASS FRONTS.

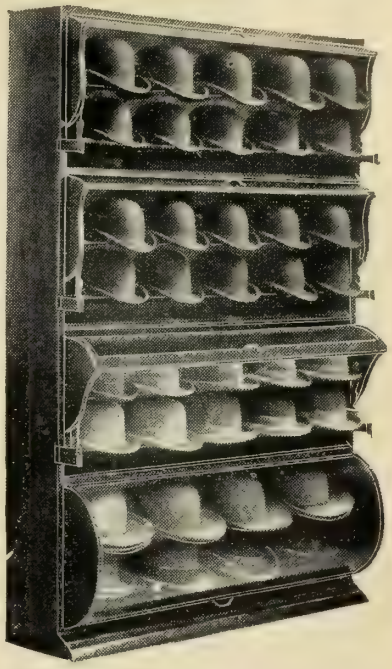
The dimensions of cases we keep in stock are as follows :

1-section, 18 in. in height; 2-section, 40 in.; 3-section, 58 in.; 4 section, 76 in. over all.

Length, 38 in. and 52 in., or shorter if desired. Extend from the wall 17 in when the door is closed.

Take a good look at the cut and send for circulars and prices of the different dimensions of cases, either glass or celluloid front.

We would like some parties to handle our Canadian Patent on a royalty, or sell it outright.



Pat. in U. S. and Foreign Countries.

PENINSULAR CABINET CO.

SALESMEN WANTED

Flint, Michigan.

Please mention THE DRY GOODS REVIEW when enquiring.

F. & E. W. KELK

76 York St., TORONTO.

4 Doors above Wellington St.

Dolls, Toys, Albums, Photo Frames, Toilet Cases, China Cups and Saucers, Vases, Toy Tea Setts, Games, Sleighs, Rocking Horses, etc.

Announce to the trade that they now begin to clear off any lines of goods remaining to make room for Spring goods. A lot of Xmas goods arrived late, these will go with the lot to be cleared off. If you want a special line at a special price it would pay you to call and see them or ask for samples.

Brice, Palmer & Co.

Telegrams
"Eminent"
London

London, Eng.



BRICE, PALMER & CO.,
LONDON, ENGLAND.
Warehouse: 14 Cannon St., E.C.
Factory: 90-92-94-96
City Road, E.C.

Manufacturers of

THE "EMINENT" RAINCOATS

Ladies', Misses' and Children's

CLOAKS and SUITS

Canadian Representatives—

THE BRITISH IMPORT CO.
OF TORONTO

1 WEST WELLINGTON ST., TORONTO

T. E. CUFFE H. G. POOLER C. O. DOUGLAS W. H. VAUGHAN

"Lawrus" Fabrics.

These fabrics include several specialties in Black and Colored Dress Goods, and a large and varied assortment of High-Class Rainproof Goods, all of which fabrics are most suitable for the Canadian market.

Every Yard Stamped "LAWRUS."

Supplied only by

LAW, RUSSELL & CO.,

BRADFORD, ENGLAND.

most costly models are lined with white or pale-colored brocades, and some of the thinner cloths and silks with fur.

Novel modes of Decoration.

A novel mode of decorating the new costumes is by means of lozenges or ovals and kindred shapes in contrasting cloth, set onto the gown by means of stitchings and piping. Yoke skirts are much seen, the newest form part of the front panel and the sides of the skirts are finished in pleats or box pleats formed by slot seams, and let loose to form the flare at the bottom of the skirt. Straps and trimmings are put on to simulate yokes, and some gowns have yoke effects of elaborate embroidery.



In stock with W. R. Brock Co., Toronto D. B.
"Empire," Waterproof.

Some very chic skirts are shown in taffeta and peau de soie in panelled effect in cording and faggoting, and with pointed trimmings of silk appliqued on net.

A Businesslike Catalogue.

The Consolidated Cloak Co., of 18 and 20 Front St. East, have gotten out a neat and business like catalogue illustrating the Fall and Winter styles in ladies' and misses' coats, skirts and costumes made by this firm. The catalogue has a pretty pale blue cover that catches the eye and the lettering is plain and can be read at a glance. The cuts it contains are models of clearness and give a first-class idea of the principal features of the garments shown.

One special feature of the skirts shown by this firm is that the waist is adjustable and can be increased in size without altering the fit of the skirt, while the annoying gape so often seen in the plaquets of skirts is impossible with this arrangement.

This house makes a special feature of taffeta and peau-de-soie skirts.

One interesting item is a list of their representatives and the districts they cover. Altogether the catalogue is a model of preciseness and shows how much information can be given in little room.

SOME READY-TO-WEAR LINES.

For the ready-made trade a very large assortment of tailor-made skirts of various textures is shown in the Gault Brothers Co.'s ready-to-wear department. This department has been growing rapidly of late, and is now an important feature of the house.

MANTLE BEAVERS.

The coming of the cold weather has largely increased the sales of mantle beavers. Brock's, Montreal, report ever-increasing business in this special department. Embroidered cashmeres, we are told, are becoming rather scarce. The W. R. Brock Co., Montreal, have just opened up a large lot of them.

SKIRTS FOR SPRING, 1903.

"Our travellers," say Brophy, Cains & Co., "will this month show a full assortment of skirts in alpacas, Sicilians and light tweeds for Spring 1903. We have adopted the latest New York and other American patterns, and we believe we have the best value yet shown in these goods"



In stock with W. R. Brock Co., Toronto—D. B.
"Record" Waterproof.

They have now in stock for immediate delivery a full range of lined sateen underskirts, to retail from $1.25 to $2.25, and claim that these are the best sellers in the market to-day.

The attention of the trade is drawn to the samples of ladies' circulars in the latest styles which are being carried by the travellers of the W. R. Brock Co., Montreal.

OFFICE DEPARTMENT

BOOKKEEPING IN THE RETAIL STORE.

By The Critic.

MANY merchants owe their inability to succeed in business to a failure to keep a proper system of books. There is not a proper account kept of the cash receipts and disbursements, too often the ledger is not correctly posted, and sometimes no ledger is kept at all. Accounts are not rendered promptly, and often goods are sold without being charged or an entry made in the cash book. Carelessness everywhere is predominant in the bookkeeping part of the business, and carefulness flung to the winds. The business becomes neglected all around, all from the little leak commenced through not being systematic in the keeping of the books. And then we hear of an assignment or compromise.

The merchant should pay strict attention to the keeping of his accounts. Thus he is enabled at all times, quickly and correctly, to ascertain his receipts, his expenditures, the amount of cash he should have on hand, the exact cost of running his business, and the total profits he has made. It gets him into a systematic way of doing things which will much contribute to his financial success. His expenses can better be cut down and economy practised with greater success on all sides. Fewer temptations are presented to the clerks to be dishonest to their employer, and so correctly-kept books may be looked upon as a preventive of fraud.

The excuse of the merchant is that he is not able himself to keep his own books. If that is the case it will pay him to send to a business college his son or a bright clerk in his employ to learn bookkeeping. In a town or city this can be done with little expense to himself, by allowing the clerk an hour or two during the day to receive a lesson, or by sending him to the night classes of the college, where such classes exist. Anybody doing this is sure to be repaid for his pains.

HINTS FOR THE OFFICE.

Encourage your clerks. They get the blues the same as you do. Keep them contented by using them well, and by letting them know you appreciate their efforts.

Keep your office clean. Spend a few dollars for paint and varnish. Make your business appear prosperous and respectable. This is a business-drawing policy.

Letter Writing.—Be brief. Be interesting.

Delay in answering your correspondence means a loss of business as well as a source of annoyance to all concerned.

A sensible way to do in signing your name is to write so that others at least can make a close guess as to what it is.

An incomplete letter is worse than a sore thumb. Correspondence should be carefully read, and all points of inquiry covered in reply.

SET OF OFFICE RULES.

The office manager of a large manufacturing concern recently handed the following to each of his clerks:

We shall deserve well of the company if we meet for work at 8.30 in the morning, take half an hour for luncheon, and so thoroughly clear up all the pressing affairs of the day that we can quit at 5 o'clock.

Find the easy, the quick and the safe way to do things. By this method study how to accomplish 10 per cent., or even 25 per cent. of results for a given expenditure of strength.

Let nothing go over till to-morrow that ought to be disposed of to-day. Let no customer or possible customer expect to hear from us in the morning, or in the next mail, and be disappointed.

In all the intercourse with customers (each one of whom is almost our employer), with all possible customers (who may become almost our employers), and with the public generally, let us be absolutely polite, accommodating and helpful. In letters a very little of this goes a great way; in personal contact it is intolerable to be anything else.

Over the telephone let us be especially polite, so as to bring ourselves in contrast with many telephone operators, office boys, and others, who seem to wish to insult you because they are at a safe distance.

Study your work so as to constantly make it quicker, safer, better. Please go to your chiefs with suggestions for the improvement of our service. Please come to me with them.

We must all work hard and intelligently. I shall work harder and longer than any one of you. See if you cannot work more intelligently than I do.

OFFICE ACCESSORIES.

The Lamson Consolidated Store Service Company are introducing their new "Ideal" cash carrier. The carrier is entirely new. It is noiseless, easily operated, material and workmanship of the best.

The Stimpson Credit Register system is proving very popular with its patrons. This system does away with the system of entering sales on blotter, transferring to journal, from journal to ledger, and from ledger to statement. It reduces the transaction to a single entry.

Brown Bros., wholesale manufacturing stationers, are showing 27 new styles of wood-base inkstands with the "Peerless non-scratching rubber feet." This original improvement prevents costly office furniture and library desks from becoming scratched. The designs are in gold, black, mahogany and birds-eye maple.

OFFICE CHAT.

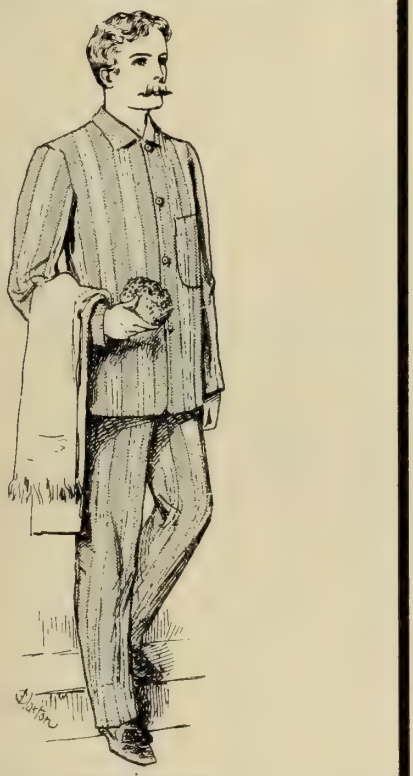
Never wait until the last minute to get things in shape for the fall campaign—it is time for all plans to be matured now, and all stocks to be ordered for immediate shipment.

There are all sorts of people in the world, and we suppose there are some who admire sensationalism and vulgarity in ads. But people of this sort bear about the same relation to the great mass of the public as the riff-raff in the top gallery of a theatre bear to the rest of the audience. As a rule, they have little money to spend, and are, therefore, not worth catering to.

REMINO

REGD.

PURE WOOL FLANNEL. UNSHRINKABLE.



A "Remino" Pyjama.

FOR



A "Remino" Waist.

Men's Pyjamas,
Golf, Cycling, Tennis and Cricket Shirts.
Children's Dresses,
Underclothing, Etc.

Ladies' Shirts,
Blouses, Tea-Gowns,
Dressing-Gowns, Underclothing,
and
All Athletic Wear.

"Remino" Regd. is a thoroughly reliable ALL-WOOL UNSHRINKABLE Flannel, manufactured in England, where it has met with enormous success. It is made in all the newest colors and designs in Plains, Stripes and Checks.

Absolutely Fast Color.

R. FLAWS & SONS,
Canadian Agents, TORONTO.

Patterns on application to Sole Manufacturers,
ROBERT R. BUCK & SONS,
Atlas Works, CARLISLE, ENGLAND.

CRAVENETTE



For . . .

RAINCOATS

For LADIES and GENTLEMEN

All genuine Cravenette Cloths have this trade mark stamped on them.

REG° TRADE MARK
Cravenette
PROOFED —BY— CRAVENETTE CO LTD

S. GREENSHIELDS SON & COMPANY
1902

SOLE AGENTS **MONTREAL** **VANCOUVER**



The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

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Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, NOVEMBER, 1902.

THE POST OFFICE SURPLUS.

SIR WILLIAM MULOCK'S statement in Toronto the other day to the effect that the Post Office Department had earned a surplus came as an agreeable surprise. And to no one more so than to the business men of the country.

Ever since Sir William assumed office he has exhibited a laudable desire to administer it on business lines. No doubt, nearly all, if not all, his predecessors in office had equally good intentions; but they were lacking either in the business qualities necessary to the carrying out of their desires, or they were deficient in the strength of will necessary to resist the importunities of political friends looking for positions or pelf. Even Mr. Mulock himself has been hitherto unable to make revenue and expenditure meet. Only in the fiscal year 1901 there was a deficit of $416,183. It is no wonder, therefore, that his announcement in Toronto the other day of a $5,000 surplus should have excited a great deal of interest.

When the detailed report of the Department is issued it is possible that weak points may be discovered in it. They usually are in reports of that kind. And it is a fact that certain items of expenditure, such as the automobiles in the service at Toronto, have been charged up against the Department of Public Works. But even taking this into account, it must be acknowledged by all fair-minded men that Mr. Mulock has administered his Department exceedingly well.

Economy is undoubtedly one of his predominating characteristics. But he has not allowed this quality to impair the efficiency of the Department. The latest methods and devices that tended to facilitate or cheapen the distribution of mail matter he has not hesitated to employ. And while his experiments may not in every instance have proved successful, the fact that the efficiency of the Department has greatly improved under his administration certainly entitles him to commendation.

It is true that Mr. Mulock is a lawyer; but it is equally true that he possesses the quality of business common sense, acquired in part, at least, from his connection with important commercial and financial enterprises. It is this that is the secret of his success in his administration of the Post Office Department.

* * *

It is about as easy to build up a business without advertising as it is to make bricks without straw.

* * *

CARELESSNESS IN RETURNING GOODS.

WHEN goods are returned, no matter for what reason, it is only reasonable to demand that they should be put up in packages that will insure their reaching their destination in proper condition. That this is not always done has been demonstrated to "The Review" on several occasions lately. In some instances the goods were of delicate texture and the only protection they had from dirt and careless handling was the paper box or the paper in which they were originally wrapped for display on the shelves of the retail merchant. As a result, in many instances, the thin covering was torn and the goods exposed and damaged by contact with wet and mud. Naturally the wholesalers to whom the goods were returned were annoyed.

As long as goods are bought and sold the practice of returning them will exist to some extent, for we have not by any means yet reached the millennium when wholesalers make no mistakes in selling or in shipping and retailers no mistakes in buying. But to return goods in the way those were to which we refer is simply inexcusable. And in some instances it is impossible to conceive that the merchants who returned the goods could have been cognizant of the gross carelessness which was exhibited by those to whom they had entrusted the work of returning the goods.

It is evident from what we have cited that in some retail stores specific instructions need to be issued to those upon whom the duty of returning goods devolves.

Lack of care in returning goods denotes lack of care in other matters appertaining to business. This is a reputation no business man can afford to earn.

* * *

Courtesy in business never turns customers from the door.

* * *

UNFAIR COMPETITION.

UNFAIR competition embraces all those methods practised in the business world by which one merchant tries to injure his competitors. Under unfair competition may be included fradulent advertising, spreading fake reports concerning another person or his business, misusing another person's name to that person's detriment,

disclosing business secrets and deceiving the public as regards the quality of goods.

It is true that many of these practices are resorted to in the business world and resorted to with impunity. Very few are covered by provisions of the Criminal Code, so that it is only through the process of a civil suit that an injured person can seek redress. The tediousness and the expense of such suits act as preventives to many entering them, and the evil lives on unchecked.

Germany is probably the only country where the punishment of unfair competition is effected under the Criminal Code. With its thorough grasp of all business problems, the German Government early faced the question and passed a law covering all the phases of unfair competition, which came into effect about the middle of the year 1896.

Fines or imprisonment are the usual punishments meted out to offenders. Suit is first brought by the suffering party or parties against the offending person, calling for the suppression of the unfair practices, and also for damages. Judgment is given in this suit and then either a fine or a short imprisonment is bestowed on the offender. This method of treating the evil has been found most beneficial in removing the cause of trouble.

* * *

All experiments are not successful; but had there been no experiments there would have been no great commercial enterprises.

* * *

GERMAN GLOVE TRADE.

CHEMNITZ, the German hosiery and glove centre, is at present witnessing an enormous development in its industries, due to increased demands all the world round for its manufactures. Especially has this been the case with gloves, in which department, ever since 1897, there has been a rapid growth.

In cotton gloves, during the first six months of the present year, $555,731.66 worth were exported from Chemnitz to the United States alone. For the corresponding period of 1901 the exportation was only valued at $345,498.89. The entire year from July 1, 1901 to June 30, 1902 shows a remarkable export, amounting to $764,812.28, as against $622,663.66 for the preceding year. Next year the indications all point to a larger exportation.

In woollen gloves a similar marked development is shown. For the first six months of the present year a value of $174,813.86 was exported, which is an enormous increase, over $65,845.32 for the same period of the preceding year. Figures for the entire year up to June 30 are $419,528.08, as compared with $118,212.22 for the year 1901.

In silk gloves there was an exportation of $68,783.19 during the first six months of this year and $91,647.13 during the whole year. The corresponding figures for 1901 are $50,912.73 and $96,621.11. This shows a decrease, but it is possible that for the coming year the reports will show an increase for silk gloves, because of the increasing call for fine fancy and embroidered goods.

In long embroidered gloves the demand has been unusually great, the manufacturers being unable to procure a sufficient number of skilled hands to turn out the goods. There is an unsatisfactory state of affairs so far as lace gloves are concerned, because it is believed that they will soon fall out of popular favor. Notwithstanding these difficulties, the main bulk of the glove business, as has been shown, is exceptionally good.

* * *

One usually makes better time in business by occasionally stopping to think and reconnoitre.

* * *

COMPETITION vs. MONOPOLY.

WHILE it is only natural that men should try to create monopolies in order to escape competition, the latter is none the less the life of trade. Competition has no doubt its defects just as everything else of human creation. But business would suffer more from its absence than from its presence.

"A certain competition," says Emerson, "balances every gift and every defect." Competition is to many in business a defect. But the keener the competition the higher is the standard of business men it produces. This is its compensation.

Never in the history of the world was competition greater than it is to-day, but it is creating conditions in the commercial world that demand a higher state of efficiency in those who move and live and have their being therein. And this, fortunately, is not narrowing opportunities or minimizing ideals.

Opportunities for the attainment of success in the commercial world were never better than they are to-day, while the prizes were certainly never more attractive. One has, perhaps, to strive a little harder for them, but that, of course, naturally follows.

"Nature hates monopolies," we are told. At any rate it is competition and not monopoly that creates the best business men and that develops the best business methods. It is competition that is the incentive to greater effort, while the tendency of monopoly is in the opposite direction. In other words, the one stimulates and the other enervates.

* * *

A good hit in business should be followed up by others. Merchants can no more hope to win with one hit than can prize-fighters with one blow.

* * *

SEWING COTTON PROFITS.

LAST month the difficulties of The English Sewing Cotton Company were referred to in this publication and attention was drawn to the loss of £115,000 under which that concern was run during its last year of operation. A far different state of affairs is disclosed, when the report of J. & P. Coats, Limited, of the Cotton Thread Trust of Great Britain is examined. Here, the net profits for the year ending June 30, were £2,599,254, which is a sum but slightly behind the profits for the preceding year.

A dividend of 20 per cent. has been declared on the ordinary shares of the company.

Over and above the dividends and an allowance of £35,000 for depreciation, a large balance remained. This, the directors have allocated to different schemes. £200,000 have been placed to the credit of the reserve fund, £100,000 go to the employes' pension fund and £150,000 to a dividend reserve fund. The remainder, £370,464, has been carried forward.

Apart from the wonderful success of this institution, the plan under which the enormous profits are divided is worthy of praise. A dividend of 50 per cent. might readily have been declared, but such has not been the policy of the directors. Rather, it has been one of providing for the future.

Twenty per cent. is certainly an adequate and satisfactory return on the capital invested. Far better is it to keep dividends at a reasonable level and provide for their maintenance in the future by means of a special reserve fund. Successful as the organization has been in the past, it is not to be supposed that its success will continue uninterruptedly.

Labor is also well provided for by the pension fund of £100,000. It seems only fair that labor should share in these provisions for future difficulty. If the dividends of the capitalists are to be guaranteed by a reserve fund, the wages of the laborers should likewise be supplemented by this pension fund.

* * *

Economy tends to the development of business; penuriousness causes its disintegration.

* * *

THE PACIFIC CABLE AND TRADE.

WHILE from the Imperial standpoint the completion of the cable across the Pacific Ocean, connecting Canada and Australia, is a matter of no small moment, its chief importance to Canadians, after all, lies in its existence as an aid in developing the trade and commerce of the country. And while in thus giving prominence to the commercial aspect of the matter one may be open to the charge of utilitarianism, we must not forget that we live in a commercial age and that the commercial interests of the country usually take precedence over others, except where the national honor is in question.

The stations of the new cable are wholly on British territory. This is scarcely of less importance to the commercial interests of the Empire than to its naval and military interests. This must be evident to everyone who has followed the discussion of the Pacific cable question during the past decade or two. The chief desideration sought, however, was cheaper cable rates. Owing to the monopoly possessed by The Eastern Extension Telegraph Company the rates in the past have been excessive and an obstacle to the development of trade with Australia and the Orient. And had it not been for the machinations of this company it is altogether likely that the Pacific cable would have been in existence years ago.

The question has been more or less a topic of discussion for many years. At the conference in London in 1887 of representatives of the Imperial and Colonial Governments, and again at the Colonial Conference in Ottawa in 1894, it occupied a large share of attention, and resolutions favorable to the enterprise were adopted in both instances. In the former year a survey of the route was ordered to be made, but it was not until 1899 that it was completed. A committee, representing the Imperial and Colonial authorities, which had been appointed in 1896, reported in 1899, recommending the laying and maintenance of an all-British Pacific cable, the cost to be borne by the Mother Country and the colonies directly interested. Finally, in 1890, tenders were called for, the cable to be laid from Vancouver to Fanning Island, Fiji and Norfolk Island, branching from the latter island to New Zealand and Queensland. The tender was awarded to The Telegraph Construction and Maintenance Company, the cost to be £1,795,000, the line to be completed by the end of 1902. In July of last year the British Government announced that it would advance £2,000,000 for the construction of the cable, and that the maintenance charges would be borne as to five-eighteenths by the Home Government and as to the remainder by the colonies concerned. It was at the same time announced that the Board of Management would consist of three representatives of the Imperial Government and two representatives of Canada, and two of Australia and New Zealand.

Already the benefits of the new cable are being realized, a rate of about 56c. a word from Canada to Australia having been fixed, against 99c. by The Eastern Extension Line; in fact, before the new cable was started the rate was $1.50 per word.

It is a matter for congratulation that the chief promotor of the Pacific cable is a Canadian, Sir Sanford Fleming. In season and out of season, when the interest of many was cold and the opposition formidable, his zeal was untiring. And if anyone is deserving of the thanks of the business men of Canada it is Sir Sanford Fleming.

BARRIE FIRM DISSOLVES.

George Vickers has retired from the firm of Vair, Vickers & Co., dry goods merchants, Barrie, Ont., after being connected with that concern for over three years. He has purchased the stock of Frawley & Devlin, Barrie, and is continuing business at their stand.

SCARCE GOODS IN STOCK.

Scaree goods in stock with W. R. Brock & Co., Toronto, are ladies', men's and children's rainproof and waterproof coats and mantles. They are the newest shapes, including Currie's guaranteed goods. There is a great demand for these garments, and Brock's have just passed into stock four cases. Their back orders are being filled as rapidly as possible.

CORSET COMBINE.

It is stated, on reliable information, that there is a project on foot among the corset manufacturers of the Dominion to consolidate their manufacturing and business interests into one large concern, with Quebec as headquarters.

It is said that the trade generally will benefit by this change, as it will make possible the more systematic working of factories, facilitate improvement in styles and quality, and, by lessening the expense of cost, will enable the combine to place its goods on the market at a lower price.

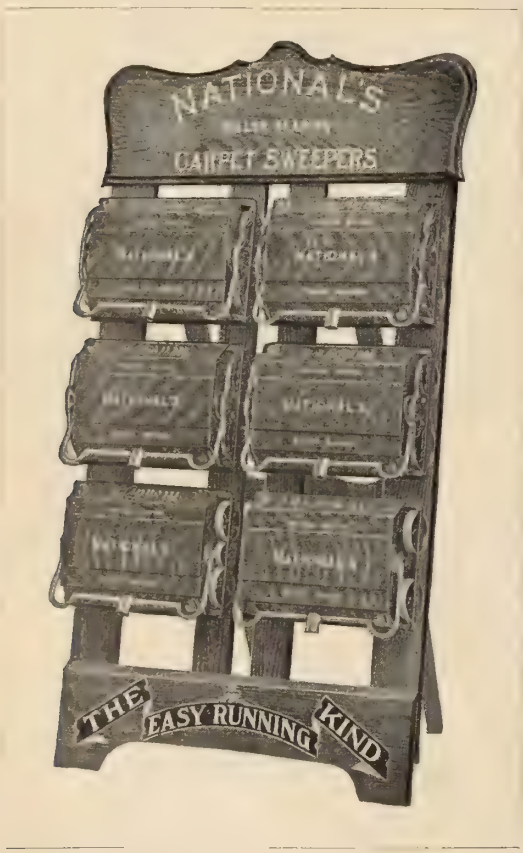
CARPETS, CURTAINS AND WALL PAPERS

GENERAL OUTLOOK.

JUST at present the carpet business is "between seasons." The Fall rush is well over, and it is too early as yet for next season's importations to arrive. The new goods, which promise this year to be of fine quality and considerable variety, will begin to come in towards the end of the month. Meanwhile, in the curtain department there is considerable activity prior to the Christmas season. A good business is being done in curtains and tapestries, which will sell about Christmas.

NATIONAL'S EASELS.

The accompanying illustration shows the National Sweeper Co.'s display easel, made to hold six sweepers. As can be seen it is very neat in appearance and takes up very little floor space and should prove very popular with the dealers. It is finished in mahogany, hand rubbed and polished, the lettering



in gold and black. The easel shown will be known as the No. 6. In addition to this easel the company are prepared to furnish one holding ten sweepers. This is known as the No. 10 Easel. Brackets are placed on the reverse side of the easel to hold the sweepers' handles.

BUYING ORIENTAL GOODS.

L. Babayan, the Turkish and Persian rug man, of Toronto, is absent on a purchasing tour in the Old Country. His splendid lines of Oriental goods are known from ocean to ocean.

DISPLAY RACK FOR CURTAINS.

The manufacturers of a serviceable and convenient display rack for curtains would like to hear of some responsible man or firm to represent them in Canada. Particulars can be had on application to the editor of this paper.

BATTENBURG EFFECTS.

For Christmas trade Brophy, Cains & Co. are showing some novel Battenburg effects in Swiss net curtains. These are all at popular prices, intended to retail at from $5 to $12. They also have some assorted panels that will be money-makers.

NEW CARPET FACTORY.

Mr. Percy Hughes, a member of a carpet firm of Kidderminster, England, is at present in the Dominion seeking a suitable location for the site of a factory to manufacture tapestry carpets to supply the Canadian market direct. If suitable concessions are made, Hamilton, Ont., is likely to secure the factory. It is expected that the factory will employ 500 to 1,000 hands.

CHRISTMAS GOODS.

New arrivals at The W. R. Brock Co., Limited, Toronto, comprise lines of chenille curtains, chenille tapestry and lace curtains. These are just in time for the Fall and Christmas trade, and should prove good things for the retailers of the country. The W. R. Brock Co., Limited, also have a complete stock of white quilts on hand, which will retail at $1, $1.25 and $1.50 each.

INLAID AND PLAIN BROWN LINOLEUMS.

John Macdonald & Co. show splendid ranges in 16-4, 8-4, inlaid and plain brown linoleums, and have on hand a very large and well-assorted stock to meet the requirements of the Fall, which is the best time to buy. They have excellent ranges of Brussels, Wilton velvet, tapestries, wools and unions for the sorting trade, and their stock of table covers is complete in assorted sizes. Their stock of lace curtains, Swiss curtains and pillow shams is extra large and varied.

FELL TO HIS DEATH.

Godfrey Bird, a traveller for the firm of John Crossley & Sons, Limited, carpet manufacturers, Halifax, England, fell from an upper storey window in the Rossin House, Toronto, on the morning of October 16, and was instantly killed. Mr. Bird was well known in this country, having visited Canada yearly since 1872, and received orders from all the leading carpet houses, The body was sent to England on the steamer Parisian, which sailed from Montreal on October 18.

NEW CARPET-CLEANING MACHINE.

Science has again come to the aid of the busy housewife in the shape of a wonderful little machine for cleaning the home and superseding the carpet sweeper altogether. Cleaning the home with compressed air is the latest wrinkle, and is to do away with all sweeping and dusting. The machine employed

GEO. H. HEES, SON & Co.

Lace Curtains

OUR Lace Curtain Sales have been increasing by leaps and bounds. The reason is, by ordering from the European factories immense quantities we are able to buy them at specially low prices.

Last year we placed orders for over one hundred thousand pairs and had to cable repeats over and over again.

Where the jobber who does not mae a specialty of these staple quic-selling goods place orders for hundreds of pairs, we, by having twelve travellers on the road calling at every noo and corner of the Dominion, are able to place orders for thousands of pairs. It is well known that where looms are kept almost constantly running on a pattern the cost of production is greatly reduced, and that is the secret of our advantage in buying. Buying right and selling right enables us to handle such immense quantities of Lace Curtains that many dealers who formerly imported them direct now find it more profitable to buy from us. Another great advantage of buying of us is that when the retailer finds he has bought some unusually good sellers he can repeat his orders and get prompt deliveries out of our stoc right here at ho me.

N.B.—We are placing orders for over **one hundred and fifty thousand** pairs of Lace Curtains for the Fall and Spring trade.

GEO. H. HEES, SON & Co.

71 BAY STREET, TORONTO

The
WATSON FOSTER CO.
LIMITED
MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

If You Would Like

US TO SEND ON YOUR SAMPLE BOOKS WITH A VIEW TO CONSIDERING WHAT CLASS OF GOODS AND COLOR YOU HAVE ORDERED TOO LIGHTLY OR OVERLOOKED, LET US KNOW WHILE WE ARE ABLE TO PLACE AT YOUR DISPOSAL **THE MOST SUCCESSFUL LINE OF WALL PAPERS** EVER OFFERED THE CANADIAN DEALER.

Menzie Mfg. Company

LIMITED

TORONTO Canada

Window Shades.

Curtain Poles.

Brass Goods.

Art Furniture.

Grilles.

Screens.

Easels, Etc.



We manufacture the celebrated

"HIAWATHA" OPAQUE SHADINGS

which are unexcelled for opacity, durability and smartness of finish.

We have also a large quantity and variety of Pictures in the sheet and framed, which we are offering way below cost to clear. If interested it will pay you to call and make your selections at our Sample Room, 61 and 63 West Front Street.

A beautiful assortment of Laces always in stock.

Write for catalogue and color book.

MENZIE MFG. CO., LIMITED

Office and Warehouse :

61 and 63 WEST FRONT ST.

Factories :

KING STREET SUBWAY.

Convincing Arguments



such as our representatives have had to offer, have enabled us to create a record in the sales of Carpet Sweepers unequalled in the history of the business. These very arguments are the kind that you can use to increase your sales of Sweepers. There is food for thought and action, too, here. *Isn't it time for you to act?*

National "Roller Bearing" Carpet Sweepers

are more than fifty per cent. (50%) easier running than any other sweeper manufactured. Extremely simple in construction and beautifully finished in every detail. Our Steel Handle Ferrule is a perfect device for the protection of the handle threads. Each sweeper packed in one of our patented cartons. *There is still time to take advantage of our Holiday Offer. It is a liberal one.*

NATIONAL SWEEPER COMPANY

THE P. R. CUMMING MFG. CO.,
Canadian Sales Agents, CLARKSBURG, ONT.

Marion, Ind.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

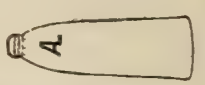
OUR TRADE A MARK — AUER LIGHT MANTLES LONGEST LIFE & BRIGHTEST — OUR TRADE A MARK

The Value of Annealing.

Annealing is the most costly step of mantle making—consequently a cheap mantle cannot be properly annealed—That is the reason a cheap mantle caves in like this if you lay it on its side, after burning off the coating—Try one—They injure your trade.



Mantles branded A are thoroughly annealed over pressure gas—They fit the burner—They don't shrink—They stand up this way—They are reliable—They help your trade.

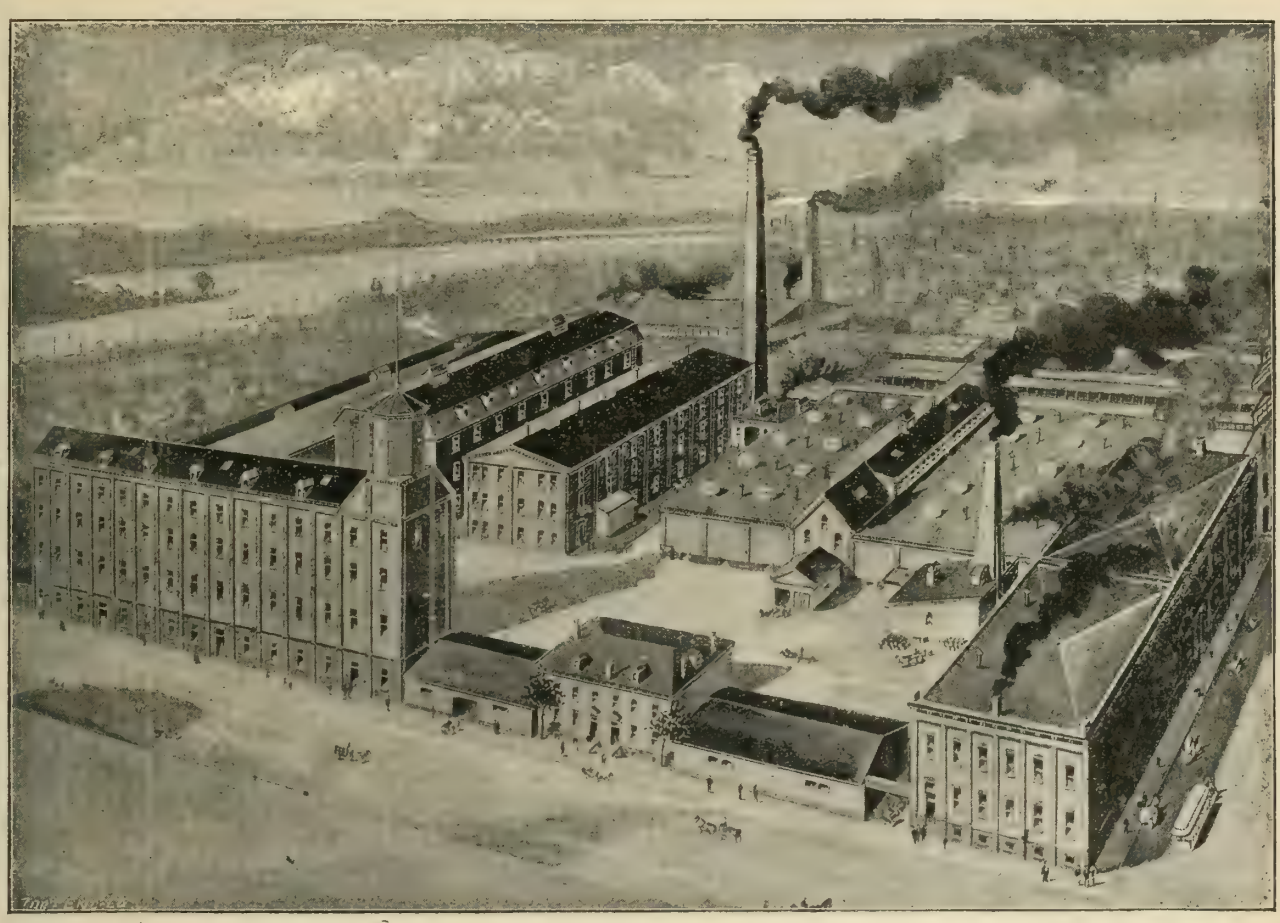


—We are the sole manufacturers of A mantles.
—Write us if you are interested.

Lowest prices on Mantles, Shades, Chimneys, Globes and Sundries.

AUER LIGHT CO., MONTREAL.

The Dominion Oilcloth Co., Limited



Select and up-to-date patterns in...

Floor, Table, Shelf and Stair... **OILCLOTH** **Enamelled and Carriage.**

Decorative Burlaps--Double-Sized, Oil-Coated.

See our Samples. Travellers of all wholesale dry goods houses in Canada carry them.

Office and Works: - MONTREAL.

Branch Office: TORONTO.

sucks instead of sweeps, and when it has gone over a piece of carpet the dust underneath as well as on top is sucked up, leaving it perfectly clean. It is an American invention, but J. B. Kay, of King street west, Toronto, is at the head of a strong company for its manufacture. Several successful tests have recently been made in Toronto.

HIGHER PRICES.

According to New York exchanges prices for all kinds of carpets are to go up shortly. Manufacturers are beginning to perceive that they might as well take advantage of the good times prevalent all over the continent, just like the other industries are doing. Material and labor are costing more and it has been said that, notwithstanding, tapestry carpets have been sold at a very slight increase on cost. Prices of linoleums and oilcloth are expected to remain pretty much the same as those of the present Fall season.

THE GALT CARPET FACTORY.

The town of Galt is having trouble over its carpet factory. Arrangements were made by the town to find a building to be used as a carpet factory for Mr. Henry Humphrey Burrows, to be paid for by him in 10 annual instalments, and on condition there should not be less than 25 hands employed. Mr. Burrows was not able to do this, and as the town maintains, vacated the building. The civic authorities then took possession, and sold the factory to George D. Forbes, for $7,000 cash, besides assuming some liens and extras. Mr. Burrows is now suing the town for $3,000 damages. He says the factory did not commence business in time for him to get his goods onto the market for the Spring trade, and, as that is the season in the carpet trade, he is obliged to wait its return.

The Galt Reporter says that the factory was never fully in operation, and the town's action was precipitated by the removal of machinery. The case will now go to the courts.

NOTES OF THE CARPET TRADE.

The Gault Bros Co., Limited, will place in stock on December 1, a full assortment of tapestry carpet squares, in all useful sizes and of various qualities.

The Gault Bros. Co., Limited, will shortly receive a full line of oilcloths and linoleums of all widths, for delivery during the first part of December. This includes 16-4 goods and inlaid linoleums.

The Gault Bros. Co., Limited, report business in their carpet department for Spring, 1903, the best they have ever experienced, owing, no doubt, to the fact that their assortment of patterns is exactly suited to the wants of the trade.

The curtain department of The Gault Bros. Co., Limited, is now complete with all the latest designs and makes for the holiday trade. A handsome variety of lace door panels is also shown in this department, in both English and Swiss makes. They have received a very large number of orders for tapestry curtains, which appear to be much wanted for the December trade.

AN IMPROVEMENT IN WALL PAPER.

Dr. John Weisner, of the Columbian Laboratory, Chicago, and Adolph Gehrman, of the same institution, and until recently city chemist under the health department, have invented a process for toughening wall paper.

Mr. Gehrman has just returned from a business trip to Hartford, Conn., where he went to make extensive tests of the the new invention in the mills of the Wayne Paper Co. of that city. A special despatch from Hartford stated that the managers of the Wayne Paper Co. had found the process all that they had hoped for, and that they would immediately prepare to introduce it in their mills.

"The purpose of my visit to the paper mills," said Mr. Gehrman, "was to try if the mixing process could be carried on as well in the mills and with large lots of pulp as it has been in our laboratory. The tests were entirely satisfactory in that respect. The chemical side of the invention is settled. The remaining question is the additional cost of improvement, but we have no doubt that it will be so small, in comparison with the extra strength it will give to paper, that it will not be an obstacle. It will be some time, however, before we are ready to say that the improvement is a substantial advance in the art of papermaking."

THE LATE GODFREY B. BIRD.

In a recent number of The Carpet and Upholstery Trade Review a warm tribute is paid to the late Godfrey B Bird, whose death has already been noted in a preceding column. THE REVIEW takes the liberty of reproducing a portion of this article, which describes simply and tersely the sad circumstances of his, Mr. Bird's, death, as well as his earlier life:

"Mr. Bird had been in bad health for some time. A few years ago he suffered greatly from an attack of acute rheumatism, from which he never completely recovered. He arrived at Montreal from England early in October on his usual Autumn trip, and was then in poor health, being troubled with insomnia, for which Montreal doctors advised complete rest and relinquishment of all business duties. Proceeding to Toronto, he met there his friends, Arthur Mallinson, Canadian traveller for John Crossley & Sons; Victor Beuttell, of New York, and Joseph Hall, of The Hudson's Bay Company, who persuaded him to terminate his trip as soon as possible, and arranged for his return to England on a steamship sailing on October 18.

"On the evening of October 15 he dined with John Kay at his house in Toronto, and returning to his hotel was in company with Messrs. Mallinson and Hall until he retired to his room. At about six o'clock on the morning following his dead body was found on the pavement outside his hotel, and beneath his bedroom window. In falling his skull had been fractured, and death was doubtless instantaneous. His friends took charge of the body, and on the afternoon of the same day a funeral service was held. The body was sent to England in the care of Mr. Bird's friend, Arthur Coleby, on the steamship Parisian on October 18.

"Mr. Bird was born in Kidderminster about 50 years ago. His father was a lawyer of prominence in that city. Soon after completing his education he became connected with the carpet manufacturing firm of which his uncle, John Brinton, was the head. About 30 years ago he made his first trip to the United States, in the interests of John Brinton & Sons, and from that time he visited this country and Canada, at least once and often twice a year. About 20 years ago he transferred his interest from John Brinton & Sons to John Crossley & Sons, for whom he visited Canada, the United States, various European countries, and made also two trips to Australia. In 1889 he was made a director in his company, and this office was held by him until his death.

"In social life Mr. Bird was most genial and entertaining. His tastes were artistic, and no one had a keener eye for a handsome rug or a choice piece of bronze or porcelain. He was noted also as a linguist, being proficient in several languages. His devotion to the interests of John Crossley & Sons was intense, and his untimely death must be a severe loss to the house he served so long and faithfully. He was unmarried, and his only surviving relative is a sister."

Dress Accessories.

LACES this season have experienced a well-sustained demand, as the fashions have been favorable to the lavish use of that article. But conditions now in the wholesale market are not very active, as the trade for the season is about over.

HANDKERCHIEFS.

Handkerchiefs are always in great demand for the holiday trade, particularly so for embroidered and initialed lines. New holiday lines are constantly appearing on the market. The trend is towards larger and more elaborate patterns, as the small, neat effects have been so largely copied in low-priced goods. The high-priced lace and embroidered novelties cannot be handled in any considerable quantities by the majority of retailers, but in most stores a small assortment could be sold at this time of the year, and a reputation for having a high-class of goods in this department is something to be counted.

GRAPE EFFECTS.

Just now there is a perfect craze for all sorts of grape effects, and grape patterns are seen in applied trimmings and the newest laces, embroideries and appliques.

The newest effects are side bands, medallions, detachable motifs and points; and in color, preference is given to ecru shades, especially those called champagne and the pale tints that come near those of real lace. Chantilly all-overs and flounces have elaborate appliques. Nets with raised effects in embroidery, jets, spangles and colored pailettes are used for trimming evening gowns. Some beautiful novelty trimmings have designs in turquoise and steel. A new lace for millinery purposes is the Queen's lace, on square mesh net with applied pattern in linen, on the ecru variety, and in silk in the black.

RIBBONS.

Ribbons have a legion of uses these days, both as dress trimmings, belts, sashes, corsage bows, millinery purposes, etc. Besides these uses a very large amount is wanted at this time of the year for fancy work. Fancy sofa cushions are made of plaited ribbons, and the frills of most of these cushions are of ribbon. This has been a great season for the ribbon people, as all the staple lines are very strong, and very few fancies are asked for. A few Dresden and stripes are sold, and in high-class ribbons shaded velvet figures on plain grounds are in some demand. Novelty plush ribbons for millinery purposes are seen. The plaids have not yet started to sell, but will no doubt make a better showing later on in the season.

Soft satin and liberty ribbons occupy the first place in the trade, and black ribbon velvets in all widths are strong sellers, as a touch of black velvet in some shape or other is seen on almost all dressy toilettes.

UNDERSKIRTS.

The silk skirt with jersey top is an idea that is sure to commend itself to women, as it is so well adapted to wear under the present style of skirt.

Shorter petticoats are in demand to wear with the walking skirts, and it is hoped that with the advent of the high military and Cuban heels a shorter skirt will obtain, as it is smarter and more attractive when the dress is lifted, and gives longer wear.

Accordian pleating and ruching trims almost all the new silk skirts, but some tucks and hemstitching are also seen. Serpentine galoons and motifs in black lace are placed on high-class skirts in pale shades. Tartan plaid skirts trimmed with ruchings in black taffeta are very smart. Changeable silks make handsome petticoats, and the greens shot with blue, yellow, and red are all in great demand. Plain taffeta is still the vogue for the majority of skirts; but plaids and brocades are much seen.

BELTS.

The belt factories, especially those in which fabric belts are made, have been fairly flooded with orders this season, as a belt of some kind is a necessity with almost every costume in the present style of dress.

The most prominent feature of this season's belt is the postilion, or tab at the back, and there is scarcely a belt shown but has this feature in some form or other. Some of these tabs are quite small. Some belts have only two of these tabs, and then again a belt may have as many as six. Belts are selling to the higher classes of trade with these tabs at the side or front, and, as they are not produced at popular prices, they are selling in large quantities to the fine trade.

All silks, as taffeta, peau de soie and moires, have the call, and velvet occupies the next place. But belts of black silk are the very best sellers. Bright-colored plaids are talked of, and plain reds, blues and greens are shown.

Owing to the long-waisted effect in dress, the buckle has been displaced by the sash pin, by means of which the long-waisted effect may be preserved in any fabric. Many belts have a buckle at the back, and some of the belts have fancy rings of crochet silk, and an arrangement of rings fasten the belt in front.

The fashionable buckles and trimmings for these belts come in oxidized silver, French grey silver, cut steel and cut jet.

A GREAT DEAL OF EMBROIDERY.

In the garniture of dresses a great deal of embroidery is used; and in oriental colorings not only in the more subdued Persian, but in the more gorgeous Chinese and Japanese orders, as their combinations of blues and greens answer to the fad of the moment for these colors.

All manner of braid trimmings, passementeries and gimps are most extensively used on the fashionable tailor-made costumes.

The brilliant pyroxylines, or wood fabric trimmings, show most novelties. A high novelty is a royal blue braid with long black hairs. Drop ornaments and fringes are used for finishing braid scrolls on dresses. Braid and cord ornaments, tassels, pendants, fourageiers, etc., are in high favor for street suits and outer garments.

Buttons are growing in popular favor, and some of the more expensive varieties are veritable works of art. The embroidery fad has even touched the buttons and covered moulds are richly embroidered with delicate silks. This style is called pompadour and is intended to be used on Louis and Empire coats.

In piece veilings, lace-bordered nets artistically and exquisitely wrought in black and white, or white and black, and brown, green, and blue are very strong.

A new fancy is plain chiffon with border of contrasting color hemstitched on the veil, or the joining concealed with very narrow fancy braid. Another fancy is to head the hem with narrow ribbon. As this can be of plaid, as well as plain colors, the possibilities can be appreciated. Indeed, there is no reason why these veilings should not be manufactured out of the stock of chiffons on hand in the millinery workroom, as the fancy hems for borders make it possible to create many pretty designs, using silk twist for the hemstitching. Net veils with chenille dots and border of small flowers in chenille are much seen. Sometimes these veils show large white or cardinal dots, but these are extreme styles.

WHITE GOODS

THE travellers for the whitewear houses have no difficulty in interesting merchants in their goods, as buyers seem to be alive to the fact that this is to be a record-breaking season, and that they must order early if they are to have good assortments.

* * *

Toronto manufacturers are busy with their sample blouses for Spring, and salesmen will soon be out on the road with full lines.

* * *

The factories are working up to their limit, and have all they can do to keep up with orders, and could find employment for more hands if they were obtainable.

* * *

Soft finished goods that were so much in demand last season still retain their popularity, but organdies, mulls, crepes and mercerized imitations of peau de soie and other silk fabrics will be largely used this next season.

* * *

Madras, cheviots, Bedford cord and coarse mercerized matted and basket weaves are being made up into blouses this Fall, and are selling right along to the better classes of trade only, as they cannot be satisfactorily produced in popular-priced goods. They will be largely worn in the Spring, and later in the season shirt-waist suits and wash skirts will be made from them. Gentlemen's vestings make the up-to-date blouse.

* * *

The latest novelty so far prepaired for the Spring trade is the Monte Carlo shirt waist. As the name indicates, it has samewhat the appearance of the little Monte Carlo coats so much worn at the end of last Summer and in early Fall, in front, while the back is just the same as an ordindry shirt waist, and, as the accompanying cut shows, it forms a very pretty and becoming waist and one that is likely to prove popular with the trade. The back is either trimmed with box pleats or inverted tucks. Lawn with insertions of Valenciennes and medallions are the most used materials and trimmings for these waists, but it is a style that would be equally good in the heavier weaves.



"Monte Carlo" Shirt Waist

* * *

The manufacturers of blouses and underwear are anticipating a very busy season, but in this trade, as in all others, it is the painstaking man that succeeds, as Canadian buyers are very critical about cut and workmanship. As competition is very keen, those who do not supervise their work carefully and thoroughly will go to the wall, and, indeed, it is the poor workmanship in so many instances that makes the competition of the goods from over the line less formidable than they would otherwise be.

Most of the popular weaves in cotton will also be produced in linen goods for the higher class trade; in fact, linen will play a more important part in next season's trade than it has done for some time back.

* * *

Blind embroideries are increasing their lead, as they come in such rich and handsome patterns, and many of the most tasteful garments are made up with these trimmings.

* * *

The white idea still rules in the trade. Lawn, India linen, organdie and China silk are the principal materials employed. The last-named material was much used towards the end of last season, and will be a favorite this Summer, as it is so easily laundered.

* * *

The Gibson pleat and open backs are quite out of date, and have given place to slot seams and box pleated effects, flat trimmings in lace and embroidery insertions and motifs and medallions. Small tucks are about played out, and are not much seen.

* * *

Stitched strappings finished by medallions of lace and embroidery are entirely new. Insertions of Valenciennes and embroidery are to the fore, and some lovely novelties are being introduced in embroidered fronts, some of which have an ecru or black pattern on a white ground.

* * *

In underwear, more thought and care is being given to the shape and trimmings; and the improvement is very apparent, as the shapes conform more to the prevailing lines of the outer garments. The trimmings look as if they would stand the wash and still look attractive when they have left the hands of the laundress.

* * *

A new fad is to trim blouses with embroidered handkerchiefs, one point coming at the front and two others on the shoulders forming a yoke. A round hole is then cut out of the centre of two other handkerchiefs, and they are used to form a frill at the finish on the long or elbow sleeve.

* * *

A pretty corset cover especially adaptable to undeveloped or thin figures, is one trimmed in front with ruffles headed by a beading. The cover is plain behind and has the ordinary full front, and the ruffles are arranged across the front and give extra fullness where it is required. This style is an excellent one for wear under waists of very sheer material.

* * *

Lace and embroidery motifs framed in figures and panels of insertions, or figures formed of medallions, are used with great success on the newest skirts, covers and gowns. A skirt in this style had the deep flounce cut in broad points and with a frill of embroidery round the edge, headed by a beading run with a narrow white ribbon tied in a bow at the top of the points, and in every V formed by the points was a kind of Maltese cross effect of medallions. A corset cover had a trimming across the front of diamonds formed by interlacing lines of Valenciennes lace with a medallion set in the centre of each diamond.

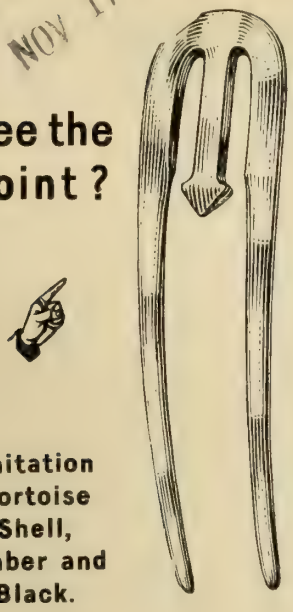
* * *

A COSTLY SET OF UNDERWEAR.

Two thousand eight hundred dollars seems a great deal to pay out in cold cash for a set of underwear, but that was the price for a set of six pieces of Parisian make, shown recently by a prominent New York firm. Two sets were exhibited, one at the above-mentioned price and the other priced at $1,200. They were marvels of fineness and beauty, but so simply made withal that one failed at first sight to realize the exquisiteness of the exhibit. The garments were made of the finest handkerchief linen, hand embroidered in delicate stars and drooping bell-like flowers, and trimmed with flat effects in hand-made Valenciennes lace, or a somewhat heavier square mesh lace.

RETURNED NOV 17 1902

See the Point?



Imitation Tortoise Shell, Amber and Black.

It's Here to Stay and It's There to Stay in.

When once the Security Hair Pin is placed in the lady's hair it cannot fall out like other hair pins. Try a sample gross of the

SECURITY HAIR PIN.

(PATENT PENDING)

The only article of its kind ever offered the Trade.

Every progressive merchant should carry them in stock. These hair pins cannot fall out, but are easily withdrawn. Made only of high-grade horn. Retails for **5c.** Put up six on a card.

RETURNED NOV 17 1902

See the Point?



Imitation Tortoise Shell, Amber and Black.

PHILLIPS & WRINCH,

Sole Selling Agents for Canada.

TORONTO

MONTREAL: 201 St. James St. QUEBEC: 74 St. Joseph St.

The effect was dainty and refined in the extreme, and gave no impression of extravagant luxury.

The width of the drawers was about 15 inches, with circular ruffle some 12 inches deep, trimmed with lace and insertion

The nightgowns were cut round, and the less expensive set was trimmed with the square mesh lace and had a flat yoke made entirely of the lace. The neck of the other gown was trimmed with deep vandykes of Valenciennes, the points coming nearly to the waist line. These gowns were cut in an entirely new way, having the front breadth gored. The circular knee flounces were beautifully embroidered in delicate flower sprays and trimmed with lace. Although the material was so sheer, these shirts were cut to cling tightly around the hips.

The evident idea in the corset covers was smooth, trim fit, and the fullness both back and front was laid in fine flat tucks. The low-rounded necks were trimmed in flat effects in lace and embroidery. The chemises and short undershirts showed the same ideas, but carried out in a less elaborate style. The impression conveyed by these garments was one of elegant simplicity, and it was in the fineness of texture in both linen and lace and perfection of finish that their costliness lay and not in elaborate treatment. It would be no great task to launder any article. One thing that was much remarked was the entire lack of ribbon trimming.

There was also on exhibition at the same time a high-class line of ladies' underwear, made in washable chiffon, linen cambric and crystalline, and in these, as well as in the imported sets, the tendency to simpler styles of trimming was very evident. There were three styles of skirts shown—the trained petticoat for house and evening wear, the walking skirt and the short underpetticoat.

* * *

WHITEWEAR AND THE LAUNDRIES.

Few people realize how much it costs each year to keep clean. Each year we, as a people, devote more time and attention to the details of spotlessness. At the same time, women are wearing more and more lace-trimmed lingerie, fancy shirt waists and gowns, to say nothing of stocks and ties, than ever before. Thus, her laundry bills are ever increasing, as bedraggled skirts and soiled shirt waists are not to be tolerated.

Shirt waists, once so simple in construction that they could be laundered for 10c., are now most elaborate and expensive garments, and the complicated lace and embroidered affairs not only make a large hole in a lady's pocketbook as an initial outlay, but their washing constitutes a considerable weekly expense.

The advent of the fad for tab gowns has been a bonanza for the laundries, for the Summer girl must be spotless regardless of expense, and no greater proof of the growing cost of keeping clean can be given than the success of the laundries in our towns.

The prices charged soon double the cost of an article, but the up-to-date woman economizes in any other way than the item of expense for keeping clean.

* * *

WHITEWEAR NOTES.

A. W. Allan, of The Allan Manufacturing Co., Simcoe street, Toronto, after spending most of the Summer in the trade centres of the Old Lands, is now enjoying a hunting trip in Muskoka, accompanied by Anthony Allan.

The Allan Manufacturing Co. are about finishing their Fall blouse and wrapper season in the department on the third floor of their big building on Simcoe street. All the plain print blouses for the Spring trade will be made on this floor.

The Continental Costume Co. have removed from 18 Front street west to more convenient premises at 62 and 64 Wellington street west.

Boulter & Stewart, of 13 Front street west, are showing a number of new designs in shirt waists, notably, in the stylish "Monte Carlo." This firm are noted for always being to the fore with the latest styles.

STAPLES

BUSINESS IS HEAVY.

ORDERS for next Spring have now been pretty well closed by the wholesale trade, and, taken all in all, prices have not altered appreciably from the season just closed. There is a prospect, however, that values may go a little higher during the approaching year. Cotton maintains its firmness without a sign of the slightest weakness. Wholesalers report that the trade in staple stuff has been phenomenal this season and is still keeping up well.

NEW RANGE OF WRAPPERETTES.

A new range of wrapperettes is being shown in the staple department of John Macdonald & Co. These are in assorted spots and in all the leading shades. They are showing clearing lines in fancy wrapperettes in a large number of different patterns and they have just to hand a special repeat order of Crum's indigo prints in a variety of spots.

They have a large assortment of novelty linens for their Christmas trade in tea cloths, sideboard covers, doylies and napkins.

PERCALINES.

In their lining department, The W. R. Brock Co., Limited, Toronto, report a large business in No. B18 percaline. This is a 36-in., extra-fine, full-beetled, unstretchable cloth, the beau-ideal lining for waists and skirts, being light in weight, yet very firm and soft. It is carried in a full range of colorings, viz., black, seal dark slate, medium slate, light slate, fawn, linen, white, cream, sky, pink, navy, cardinal and three shades of green. It can be retailed at 12½c., but is fully worth 15c.

A1 is a 60-in. cream damask table linen which The W. R. Brock Co., Limited, are offering to the trade at present. It comes in five different patterns, has a soft mellow finish and good weight. It can be retailed for 25c.

LARGE OCTOBER BLANKET SALE.

The Wyld-Darling Co., Limited, Toronto, have had large blanket sales during October. At times a scarcity was experienced in some weights, but the firm anticipate having a complete stock of all weights and sizes early this month. In particular, the "Matchless" and "National" brands, which are made in large sizes, are deserving of attention on the part of the retail trade.

This house announce that all widths of their 600 grey all-wool flannel and their B2 union are now in stock.

Travellers have just left the warehouse with a comprehensive range of prints, art muslins, cretonnes, etc., for the Spring trade, and the firm consider them to be the finest goods they have ever put on the market. Special attention might he drawn to their DW cloth, which can be retailed at 10c. It comes in all colors, including navies. Among the other specials are No. 50 white cotton to retail at 8c., and No. 400 white cotton to retail at 10c. These are particularly good value.

A complete range of wrapperettes has been opened up already for next season's trade, and the firm hope to have their stock of bed comforters complete very shortly. There has been a little scarcity in these goods of late. Some of the new importations are their own particular lines in large sizes.

STAPLE NOTES.

A spendid range of American muslins is being shown for Spring, 1903, in the staple department of Brophy, Cains & Co.

Among the special lines for Spring, 1903, to be seen in the staple department of Brophy, Cains & Co. are some knicker linens, English goods, which the trade should make inquiries for.

CAMBRIC COUCH CUSHIONS

for

HOLIDAY TRADE.

WE ARE OFFERING A

Superior Quality of "Manitoba" Down in Cushions and Cosies at List Prices.

. . SPEAK QUICK . .

THE ALASKA FEATHER & DOWN COMPANY

OF MONTREAL LIMITED.

NORTH BRITISH BOOT LACE CO.

Johnstone, Scotland.

Laces of all kinds.

PUT UP IN BEST STYLE.
BEST VALUE ALL ROUND.

THE TRADE SUPPLIED BY

FRANK & BRYCE, Limited

Toronto MONTREAL Quebec

LADIES' NECKWEAR

THE light flimsy boas and ruffs are still selling to the trade to a certain extent, but as the cold season approaches the feather and fur boas take their places, and there is also an apparent desire to get back to the ordinary forms of neckwear. These have commenced to sell better of late, and for the Christmas season the many novelties which are offered to the trade should result in an active business in these styles of ladies' neckwear.

TURNOVER shapes in lace are going well. Bishop's stocks also, in lace insertions and all stitchings, are well liked and should be included in every assortment.

AN American idea which will be brought to this market is a small collar of unlined silk, with tabs of different shapes in front. This collar has also been produced in lace.

LACE collars are as good as ever, and the jobber who has any nice assortment has no difficulty in disposing of them. In fact, owing to the unlooked for demand for them, they have become none too plentiful, and may be unobtainable later on in this market.

IN the more ordinary forms of neckwear there is a growing demand for match sets, comprising collars and cuffs, and sometimes belts. These are small-sized articles, frequently in lawns, mousselines, etc. White and black are said to be the two most favored colors at present.

FOR Spring, 1903, the general opinion is that the chiffon ruffs will appear again, with, of course, many variations, and assume a stronger position than ever. As to what the nature of the innovations for Spring may be it is as yet too early to foretell. Combinations of feathers and taffeta or chiffon have been spoken of as likely to be in the lead, but all such predictions are purely speculative.

A NUMBER of variations in stock collars are as usual to the front, and will no doubt be popular; as stock effects, no matter what the new feature introduced in them may be, seem to be universally popular. One with long silk tabs in front, embroidered with lace, produces a novel and very pretty effect. What is called the "clerical" stock, which was brought out a few months ago, has not reached any great amount of sales, but is still on the market, and some dealers have found it to their advantage to handle it. Of course, it is purely a fad and may drop out of sight at any time.

FEATURES OF THE SEASON.

NECKWEAR trade is in a most flourishing condition, and everything novel is taken up as soon as it is placed on the market. The wearing of separate waists has much to do with this, as by means of a pretty collar a passe waist may be freshened, and a plain one transformed, to do duty for a dressy occasion.

There are two distinct styles in neckwear, the small high collar and the deep cape collar. These latter are of all kinds of lace. Battenburg, Irish crochet, guipure and applique in cream and ecru form the bulk of the trade. Some lovely collars in chiffon in this style have hand-painted motifs in roses and other small flowers in panels of gold thread and jet embroidery. Turquoise and steel beads are used with telling effect on others, and, again, little motifs of Dresden silk surrounded with silk and gold thread embroideries, most elaborately worked out, are seen.

In the high collar, almost innumerable changes are rung on three styles—the straight band, the pointed front and the bishop. Cute chiffon collars stiffened with featherbone are trimmed in many variations with narorw velvet ribbon, motifs and galoons, and with drapings of ribbons and sunpleated chiffon. There are many forms to the lappets that are the distinguishing feature of the bishop stock, but they are all reminiscent of the same origin. The favourite trimming for this style of collar is the small French dots of contrasting color, and many of the tabs are decorated with a motif. The ends of many of the ribbons trimming these collars are drawn through crochet rings of colored silk. Long ribbon ties with hemstitched tucks at the neck and pattern in hemstitching at the ends come in all colors. Quantities of small buttons are seen on these goods, both in tiny pearl and gold and silver, besides small crochet silk ones.

It is getting too late on in the season for silk and chiffon boas, but the French are making flat boas of marabout in exact imitation of chinchilla, sable and other soft furs.

These are so skilfully produced that they are difficult to tell from the original furs until they are carefully examined, and, of course, the price is very much less. The old-time berthas, in Honiton and duchess lace, are very stylish for evening wear.

The Niagara Neckwear Co. have with their several travellers possibly the largest and best line of Fall and holiday silks ever exhibited to the trade. It contains weaves, designs and patterns, all their own exclusive high-grade silks, well worthy of inspection.

TRADE NOTES.

J. H. Shannon, men's furnisher and grocer, of Iroquois, Ont., has made an assignment.

A new dry goods firm, trading under the name of Kaufman Bros., is to be established in the city of Quebec.

W. A. Greene, jr., lately with Williams, Greene & Rome, is about to start a new collar factory in Berlin, Ont.

Messrs. Fogie & O'Grady, merchant tailors, Almonte, have moved into the premises lately occupied by the Bank of Nova Scotia, in the Williams block.

W. J. Curran, clothier, Brantford, has assigned to E. R. C Clarkson. Liabilities are estimated at $11,000 and assets at $9,000. A number of Toronto and Montreal firms are interested.

The dry goods firm of R. S. Boyd & Co., Truro, N.S., has dissolved partnership. Mr. Boyd will carry on the business, and A. C. Hunt, the silent partner, will open a men's furnishing store.

The Berlin Whitewear Co. were so pleased with the success of the initial trip of A. K. Dunke, who has lately returned from a tour through the West, that they presented him with a substantial cheque in addition to his salary.

A case of some importance to the dry goods trade, is now before the Divisional Court at Osgoode Hall. Before the Crottie assignment, John Macdonald & Co. compromised a claim for $40,000 for $5,000, taking four notes of $1,250 each. Three were paid, but the last had not become due when the assignment was made. John Macdonald & Co. then filed a claim for the $40,000, less money paid, and this is the amount now involved.

Penman's Samples

of

Ladies' Golf
Coats, Vests and Sweaters



RETURNED
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To Owner
out Book 34
Page 11

are being shown by all the

LEADING JOBBERS

for **Spring 1903**

MEN WHO HAVE MADE THEIR MARK

LORD MOUNT STEPHEN.

MANY a Scotchman of humble birth and solid business training came out to Canada about 1850, but few have made such a name for themselves as the Right Honorable George Stephen, Bart , Lord Mount Stephen. Endowed with those gifts of caution, thrift and good management, usually attributed to his race, he has united to these the more charteristically American qualities of enterprise and push. Combined, these have enabled him to project and carry out undertakings of great importance, with which his name will be long associated.

George Stephen was born at Dufftown, Banffshire, Scotland, on June 5, 1829. His father was William Stephen, a native of Glenrinnes, Mortloch. All the boy's education was acquired at the parish school, which he left at an early age to serve his apprenticeship in the drapery business at Aberdeen. Thence he went to London, and entered the employ of J. F. Pawson & Co., Limited. It was while serving this firm that George Stephen acquired that knowledge of figures which was later to be of inestimable service to him.

As before noted, George Stephen migrated to Canada in 1850, his Uncle William Stephen being the cause of his coming. He immediately entered his uncle's business establishment in Montreal, and was soon in a position to form a partnership with him, under the name of William Stephen & Co. On the death of his uncle, in 1860, he purchased his interest in the business, and entered on a large scale into the manufacture of woollen goods. In this business he met with extraordinary success, and in time became a very wealthy man, and an influential citizen of Montreal. He was elected a director of the Bank of Montreal, and at the election of 1873 became vice president. In 1876 he accepted the presidency.

Thus started on the road as a capitalist, Mr. Stephen was not slow in seeing where his money could be invested to the best advantage. He had great faith in the future of the West, then just beginning to open up, and in that field he believed an early investment would in the end work marvels. He accordingly joined the syndicate, which had been formed to purchase the interests of the Dutch bondholders of the St. Paul and Pacific Railway. When this road was completed, the syndicate immediately came into the control of the whole traffic of the Canadian Northwest. They extended their operations considerably during the time they held the road, and changed its name to the St. Paul and Manitoba Railroad.

This experience of railroad management gave Mr. Stephen that knowledge which confirmed him in the belief that a great national highway could be built across Canada from Montreal to the Pacific. So, in 1880, when a company was formed to undertake the construction of the C.P.R. Mr. Stephen's name was prominent in the list of its members, along with many of his former associates on the St. Paul and Manitoba R. R.

Mr. Stephen's life at this juncture joins in with the history of the great Canadian railway. His faith in its future success carried the project over many an obstacle. Nothing daunted him. When others felt that failure was inevitable, his indomitable energy and perseverance inspired them with new hope. He has lived not only to see his darling project carried out, but to see its successful working.

Other railway construction and management work also claimed his attention. He was instrumental in lifting the Credit Valley Railroad out of its difficulties, and, with four or five associates, he built the Ontario and Quebec Railway. He had meanwhile become president of the Canadian Pacific Railway.

Honors of no mean character were now bestowed on him. In 1886, in honor of the completion of the road, the Queen was pleased to make him a baronet. Five years later he was elevated to the peerage as Lord Mount Stephen, a name derived from a lofty peak in the Canadian Rockies, so-called in his honor. In 1888 Lord Mount Stephen resigned from the presidency of the C.P.R., having at last got the road in running order. Since then he has resided in England.

Of late years Lord Mount Stephen's name has been associated with many works of a meritorious character. He began making his important donations in 1883 when he bestowed $50,000 on the Montreal General Hospital to build a pavilion in memory of the late Dr. G. W. Campbell. In 1885, along with his colleague, Lord Strathcona, he founded the Montreal Scholarship in the Royal College of Music. The following year he and Lord Strathcona each gave $500,000 for the erection of the Royal Victoria Hospital. Since then he has bestowed many large sums on charitable and educational institutions both in Canada and in Great Britain.

PERSONAL.

Charles Ellis, of Bartlett & Ellis, London, was married to Miss Mary O'Hagen on October 15.

The funeral of Percy Syer, son of S. Syer, of the Canadian Carpet Co., Milton, Ont., who died of lockjaw, took place on Sunday, October 26, and was very largely attended.

James Glasgow, mayor of Prescott, died on Friday, October 28. He was a native of Prescott and a member of the firm of Glasgow Bros., of that place. He leaves a widow and five children.

Joshua Sandford, who was imprisoned in the Paris well, has secured a position as salesman in the Oak Hall clothing store, at the southwest corner of Yonge and Adelaide streets, Toronto. He has completely recovered from the effects of his terrible experience.

Cyrille Pettigrew, of the Civil Service, was married on October 27, in the private chapel of St. Roch's Church, to Miss Bernadette Belanger, daughter of H. Belanger, dry goods merchant, St. Roch.

Arthur Everett, Customs appraiser, of St. John, and one of the best-known drygoodsmen in the Maritime Provinces, dropped dead at his residence on October 21, while playing chess. He was a native of Suffolk, England.

John Cathro, eldest son of A. Cathro, merchant tailor of Lindsay, Ont., died in Lindsay on October 17. He was for some years cutter for Messrs. Lackey & McKenttie, Napanee, and laterly in business for himself. He leaves a wife and two small children.

BE CAREFUL.

That care should be taken by employes in answering the oft-repeated question, Will it wash? is shown anew by a case recently decided in a Chicago court. It appears, according to an exchange, that a young lady purchased a pongee waist, embroidered in red. She inquired if it would wash and was told it would. When she had it washed the color of the embroidery ran all over the pongee, and as the retailer refused to make good she sued him. The merchant set up the defence that any woman ought to know that such a waist would not wash. The jury, however, were not influenced by this argument, but returned a verdict for the plaintiff.

Umbrellas For Christmas Trade

Samples now in the hands of our travellers.

The Irving Umbrella Company, Limited

20 Front St. W., TORONTO

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square,
VICTORIA, B.C.

C. H. Forster

30 Merchants' Building
50 Bay St.,
TORONTO.



Insist on having that **trade mark** on all the **Blankets** you purchase and thus insure getting **good** Blankets. Protect **your interests** by giving us a **trial order.**

The Slingsby Manufacturing Company

BRANTFORD, ONTARIO. Limited

To be without

The Dr. Deimel Underwear



Means—

For the Wearer, uneven circulation, skin irritations, or some other of the thousand ills that injudiciously clothed flesh is heir to.

For the Dealer, a dead loss of those underwear sales that may still be his if he writes for our booklet and terms.



Look for this distinguishing mark. It's always on the genuine.

The Dr. Deimel Linen-Mesh Co.

2202 St. CATHERINE ST.,
Montreal, Canada

London, E.C., England,
10-12 Bread St.

"UP-TO-DATE"



Raincoats and Juvenile Clothing

We are prepared to supply the **FIRST STORE IN EACH CITY** at keenest shipping prices. Write for sample dozens with London References.

Direct representative wanted for Canada.

THORNELOE & CLARKSON

Contractors to H.M. Government.

A. B. C. Code.

Telephone 517.

LEICESTER, ENGLAND.

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK

SURELY the spirit of economy has struck our English cousins. When a scheme like the following is mooted to save space and time, there can never be any waste in more important matters. An ingenious London business man found that many occasions arose when he had to carry a spare collar with him. This he found most awkward, when he had to carry it in his hand or pocket. He at last lit on the expedient of putting his spare collar around his leg underneath his sock. Here it was not in the way at all and caused him no inconvenience. He contributed his discovery to the press and added that he saw no reason why a pair of shoes could not be carried that way as well. We think we do.

* * *

BRIGHT green shirts of a most bilious complexion were on exhibition in a Toronto window lately. That they will find purchasers is beyond question, but that the tastes of such purchasers are of the best is another matter. Fortunately for shirt-makers there are always people who are prepared to buy the most extraordinary creations put on the market. They seem to be on the look-out for the loudest and most showy articles and pounce on them as soon as they appear. Merchants cannot be blamed for handling and showing these extraordinary goods, nor shirt-makers for manufacturing them, for there is lots of money in catering to just such a demand.

* * *

IF you have five dollar bills to give away for four dollars and are extremely anxious to give them at that price and you do not tell the public about them, you will never be able to sell any of them, because the people who would purchase would not know of your inclination. Therefore, it follows in business, if you can serve the public well—better than they are served in any other way—they will never know of the fact unless you tell them of it. The question is which is the best way to get their ears. I think, and I speak from ten years of experience, that the press is.—P. C. Larkin in Canadian Grocer.

A MERCHANT may have a good business and yet not have a popular business. In the average town it will be found that there is one men's furnishing store that has the name for being all that is correct and fashionable, while the other stores, though they may do a fairly good trade, do not rank with it in point of popularity and style. The reason for this very frequently lies with the merchant himself. He is possessed of a certain degree of affability, mixed with a pleasing deference, and he always impresses one with the fact that he knows the correct styles. The merchant who is too gushing, too friendly and too much given to allowing persons to suit themselves is not so liable to build up a popular business.

* * *

FADS are announced from London such as the wearing of suede waistcoats and white leather boots. The former is perfectly tolerable, if it is possible to make suede waistcoats, but the latter is beyond a joke. Imagine Toronto dandies parading King street on Saturday afternoons or Montreal sports on St. Catherine street, wearing white boots in such weather as we are now enjoying! However, there is no telling what is in store for us and it may be that the picture will be realized.

* * *

CANADIANS are to be congratulated on their moderation. When New York says the style shall be a very pronounced stripe, Canadians ask for a refined kind of stripe. When New York announces bright green as the desideratum of its male society, tailors on this side of the border are requested to supply subdued green. Styles and colors worn in New York would never be countenanced for a moment in Toronto. This is not because Canadians are behind the times, nor because they are lacking in taste. It is rather because, stationed at a distance, they can secure an unprejudiced view of the situation in New York and choose what common-sense prompts them to select.

WOOLLENS AND CLOTHING

TRADE CONDITIONS.

GROWING activity among the woollen manufacturers of Canada is a notable feature in this month's trade outlook. New mills in Georgetown, Ontario, and Amherst, N.S., are announced as about to be erected. Other old-established mills are increasing their capital and putting in improved machinery. Both developments are evidently the outcome of the good conditions prevalent throughout the country.

Among wholesale dealers there is little news to report. It is between-seasons and the heads of woollen departments have little to say. The surplus stocks are being marked down and offered to the retailers at a good reduction. There is a good demand for standard stuffs and the wholesale houses seem to be well supplied with excellent material.

A NEW FIRM.

B. Williams, formerly with the Stratford Woollen Mills, has purchased an interest in Dufton, Sons & Waterhouse's mill at Mitchell, Ont. The new firm will be known as Dufton, Sons, Waterhouse & Williams.

TAILORS AFTER THE BEATS.

At the convention of the Retail Merchants' Association, held in Toronto last September, the general executive board was given power to apply at the next session of the Legislature to have the fees for the collection of debts in the Division Courts reduced. The tailors' section are particularly interested, as they, as it is well known, suffer more from the deadbeat than any other section of trade. They are unanimous in seeking to reduce Division Court fees, and recommend that action be taken at as early a date as possible.

PROTECTION WANTED.

Montreal manufacturers of waterproof clothing have adopted a resolution urging on the Government the necessity for increasing the protection on their industry. The resolution reads: "We, the waterproof clothing manufacturers of Montreal, wish to place ourselves on record as being strongly in favor of adequate protection to Canadian labor in all its branches. We believe the important industry we represent should be duly protected against the slaughtering tactics of the United States manufacturers, and we are equally agreed that the cotton manufacturers, from whom we obtain a large supply of our raw materlal, should be adequately protected."

CLEARING LINES OF CLOTHING.

John Macdonald & Co. are showing some clearing lines of clothing which they have marked away down in price. A line that is of especial value for the money is their 6-4 mixture serges that were worth $1.00, but are now selling at 50c. There is also a line of 6-4 mantle beavers worth 75c., for 50c., and also a line of golf cloakings at $1.00 per yard, that is hard to beat. They are selling now a line of Canadian tweeds for 25c., that were easily worth 35 to 50c.

Their stock of fancy worsted suitings is well assorted, and they are showing the newest in Scotch tweed suitings in all the latest patterns.

They have a full stock of "Belwarp" serge coatings and trouserings for the Fall trade. Every yard of these is stamped with their familiar trade mark, the "Lion and Bell," without which none is genuine.

DEMAND FOR OVERCOATINGS.

Quite an unusual demand for overcoatings is being at present experienced by the Wyld-Darling Co., Limited, Toronto. The materials asked for are chiefly grey vicunas, oxford and black beavers and meltons, as well as striped cheviots.

This house are also selling freely a better grade of Scotch tweed suitings, brown tints in checks and stripes being mostly required.

Black and blue worsted coatings are selling well and the following special brands are much in demand, the "Prince," "Wyld's Special," the "Beaver," the "Planet," the "Yarmouth." Among the large sellers in indigo serges may be mentioned the "Meteor," the "Atlantic," the "Pacific," the "Sayles," and the "Trilby."

An extra large range of black vicunas, cheviots, llamas and dress suitings are at present in stock. In addition, all the firm's well-known brands of tailors' trimmings are constantly to hand, including silk linings, velvets, etc., to match all shades and classes of goods.

STRATEGY AND DIPLOMACY.

"You've made a mistake in my bill," said a young man, excitedly to his tailor. "Impossible!" asserted Mr. Shears, mildly.

"Oh, but it's so!" exclaimed the youth, in a flurry. "Look here, there's $5 too much charged on this bill."

The tailor compared the bill with his books.

"You're right," he admitted. I'll take the overcharge off. By-the-bye, how much did you say you wanted to pay on account?"

The young man grew red, coughed, and finally produced $10.

"That works every time," remarked the tailor to a friend after the customer had departed. Nothing brings a man here in such a hurry as to overcharge him on his bill. When a customer gets a little backward and dodges the place, I send him a bill overcharging him. He rushes to the shop to have the mistake corrected, and a little diplomacy does the rest."

THE "ROOSTER" GOES WEST.

Mr. Silver, manager for Robert C. Wilkins, has recently returned from Toronto and other large centres in Western Ontario after introducing the "Rooster" brand clothing. While the "Rooster" brand was by no means unknown in that part of the Province, Mr. Wilkins had not put forth any effort to introduce his goods there, and the first trip west in search of business revealed the fact that the reputation of this clothing had preceded it. Everywhere Mr. Silver called he received good orders, and the business was most satisfactory in every way.

Business was in a most healthy condition, Mr. Silver reports; not one merchant he called on but what was quite satisfied with the condition of things and saw prospects of an excellent Spring business.

Mr. Wilkins has now a new line of overalls, which introduces a new cloth controlled here by him, and which will, it is said, easily take the place of the American goods that have been imported. The children's clothing, which is practically a new venture with this facory, has been selling very satisfactorily and to the best stores in the Dominion. The factory is, indeed, exceedingly busy. Orders are now on hand for four months ahead; and in all probability about Christmas time Mr. Wilkins will be compelled to withdraw all lines. The "Rooster" is becoming one of the best-known trade marks in Canada. During the present year the business has increased 50 per cent.

NOTES OF THE WOOLLEN MILLS.

The Terra Cotta correspondent of The Georgetown Herald says that Mr. Eaton, of Toronto, has about completed the purchase of a site for a woollen mill in that town.

Mr. Dick, of the late firm of Dick, Ridout & Co., Toronto, was in Seaforth lately negotiating for the purchase of the Van Egmond woollen mills; the town to grant him a loan of $10,000 free of interest for 20 years, for which he offers ample security, Mr. Dick to acquire the property and invest $12,000. He is to employ 50 hands from the first.

E. E. Hewson, lately of the Oxford woollen mills, has formed a company, of which he is president, and is building a mill at Amherst, N.S. The mill is to be fitted with the most modern machinery and improvements, and the company hope to have it in running order for the Spring trade The new mill will be fireproof, 154 ft. by 55 ft., and four storeys high, and it is intended to make it one of the best equipped mills in Canada.

The woollen mills at Markham have resumed operations after being closed down for repairs and additions that will

Get your Clothing **GOOD.** **DON'T** get it
Get it for nothing, **BUT** Good for nothing.

WACKS BROS, Limited

Burlington Works LEICESTER, ENGLAND.



Burlington Works, Leicester.

MANUFACTURERS OF

Well Tailored, Smart Fitting,
Up-to-Date Designs, High-Class Finish

Custom Tailoring
Gents' Serge Suits
Gents' Flannel Suits
Gents' Rainproof Coats
Boys' and Youths' Clothing
Juvenile Clothing

Lowest possible quotations to Canadian shippers.

If you appreciate well-made Tailoring, write for our pattern book, mailed free of charge.

Wacks Bros., Limited
Burlington Works, - Leicester, England.

CONTRACTORS TO H.M.S. GOVERNMENT AND THE WAR OFFICE.

HARRIS & COMPANY

Limited.

Rockwood - Ontario

MANUFACTURERS

Pure Woollen Goods

Wheeling Yarns
Overcoatings
Ladies' Suitings.

DIGNUM & MONYPENNY
Toronto and Montreal
Sole Selling Agents.

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

♦♦♦♦♦♦♦♦

Cor. Victoria Sq. and St. James St.,

MONTREAL.

♦♦♦♦

SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

just about double their capacity. When these additions are completed, which will be in a very short time, Markham can boast of having one of the largest and best equipped mills in the Province.

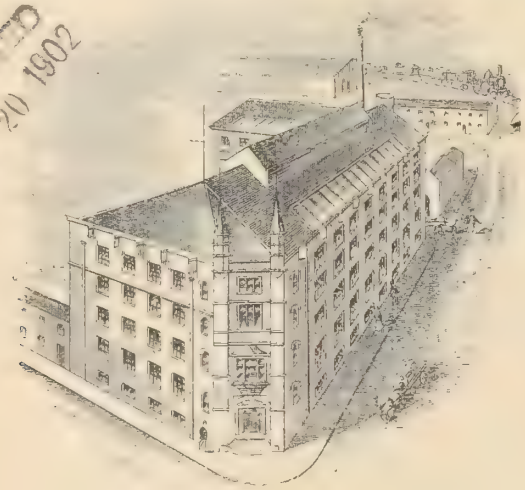
S. G. Hue, a representative of the Oxford Woollen Mills, of Oxford, N.S., was in Montreal recently, and stated that the capital of the company would be increased from $100,000 to $150,000. This, he said, would mean a renewed plant and stone buildings. Frank Nelles has been appointed agent for the Province of Quebec.

At a meeting of the directors of the Canadian Mfg. Co., Limited, held in Montreal on September 30, 1902, a by-law was introduced and carried unanimously, increasing the number of directors from three to five.

WILL ENTER THE CANADIAN MARKET.

Thorneloe & Clarkson, Leicester, Eng., wholesale manufacturing clothiers, have decided to enter the Canadian market. This firm has been established something like 20 years. They used to say that they could make good clothing cheap. Now they make better clothing cheaper. They have always made a strong point in juvenile clothing and have been well to the front with this. Raincoats have also been a leading line with them. They were one of the first in the field to make these now deservedly popular overcoats, and they have always kept first since, until nearly all shopkeepers in the Old Country know that their raincoats retail profitably and satisfy their customers, consequently they have built up a large business with this line. Some years ago they built a new factory and

RETURNED NOV 20 1902



Factory of Thorneloe & Clarkson, Leicester, Eng.

launched out into various other branches, but it is only recently that they have attempted to cultivate a colonial trade. Their representatives cover the whole of the United Kingdom as well as South Africa, Australia and other parts of the world, and they now wish to include Canada. Besides these goods mentioned they make all classes of men's wear, both ready-made and to measure, and it will be to the benefit of any retailer to correspond with them.

FRENCH-CANADIAN HANDICRAFT.

Perhaps some visitors at the recent Woman's Exposition in Madison Square Garden noticed in the gallery some quaint, homespun cloth with a tufted surface This homespun was woven by the French-Canadian women of the Province of Quebec and inquiry led to an interesting phase of women's work in handicrafts in Canada.

Miss Edith Watt, who has charge of the depot conducted by the Montreal branch of the Canadian Woman's Art Association, is now in New York, where she is studying the whole subject of handicrafts in the United States. The Canadian association, which has branches in every city of importance in the Provinces, is endeavoring to develop the native industries among the women, as the Deerfield and other industries have been developed in this country. The French-Canadian women make rag carpets and rugs and weave homespuns. Their only market for this is with the village storekeeper, who allows them credit for it, or an occasional piece to a Summer tourist. The Woman's Art Association desires to furnish them with artistic designs and dyes, and eventually use a stamp for the best work, like that used by the Arts and Crafts Association in this country. It also wants to provide a market for the work, very much on the plan of the woman's exchanges, retaining only enough of the proceeds to pay expenses. The depot in Montreal is run on this plan. The farmers' wives around the Bay of Chaleurs make the best things. They manufacture a pretty rag carpeting, which is sold for 45 cents a yard.

Besides the French women in Quebec there are in the Northwest colonies of Galicians, who make a fine artistic cross-stitch, something like the Bulgarian embroideries, and weave both cloth and linen. The men also make pottery, hammered copper and Russian lacquer work. Throughout Canada are the Indian women, who retain their primitive manufactures of baskets, moccasins, bead work and sometimes rugs. Indians are found within nine miles of Montreal, and from there all through the backwoods to the two oceans. As soon as one gets up into the Hudson Bay country or elsewhere off the beaten tracks he finds excellent Indian work, which degenerates as it comes in contact with civilization.

A SILK IMPORTER BECOMES LORD MAYOR.

The readers of THE DRY GOODS REVIEW will be interested in knowing that a silk importer has been elected Lord Mayor of London. Sir Marcus Samuel is of the firms of M. Samuel & Co., London, and Samuel Samuel & Co., Japan, and besides having been intimately connected with the silk trade for many years is interested in a very large degree in the Russian oil trade. He received the honor of knighthood for services rendered by his oil fleet to the British warship Victorious when stranded in the Suez Canal.

TIE-MLY TALK.

To ask a young man of to-day 75c., one dollar, or one dollar and a half for a scarf does not have the effect of frightening him away from your store as it would have done a few years ago.

Show value and you will be surprised at the amount of high-grade neckwear that can be sold by introduction. Not



English Square.

Shown by E. & S. CURRIE, Toronto. A leading shape for Fall.

only will your customer be pleased with his purchase and (incidentally) with himself, but the margin of profit on the transaction "coming to you" will be a consideration.

Universal prosperity is largely accountable for this, but the beautiful effects obtainable in rich cloths, which it is impossible to get in the cheaper weaves, is another reason why high grade neckwear will be popular for the gift-season.

Brophy, Cains & Co. are showing a fine assortment of linen and Turkish towels and towelling which buyers will find well worth inspecting. They also have in stock full ranges of napkins, tablings and fancy linens, as well as a few lines of bath gowns, which are good value.



One way to tie an English Square

See "Tie-mly Talk" Page 80

E. & S. Currie
TORONTO

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc.

WE STOCK

Dressing Gowns, English Dress Shirts and Vests,
Fancy Half-Hose, etc.

Agents for "Magic" Clasp Garters and Hose Supporters.

Dominion Agents for

Young & Rochester

Manufacturers,
LONDON, ENGLAND.

Spring 1903 Ranges Shirts and Shirtings

just received. Wait for our travellers.

French and English Prints.
Anderson's Oxfords and Zephyrs.
Latest Silk and Mercerised Stripes.

In **SUMMER VESTS** we can ensure perfect fit, and have the finest set of patterns brought into Canada.

Tress & Co.

High-class **LONDON**, Manufacturers,

HATS and CAPS

The "TRESS" Hat for Spring 1903 is now being shown.
For comfort with style, the "TRESS" Silk, cork-lined, is the correct Hat.

If not in Toronto write and arrange for our travellers to call.

Underwear

THE TIGER BRAND.



TIGER BRAND

Repeat Orders

Our stock is still in fair shape, notwithstanding the large number of orders which we are receiving, and repeats for nearly all lines will be promptly executed

The Galt Knitting Co.

Limited

GALT, ONTARIO.

MAUCHAUFFEE

TROYES, FRANCE

GOLD MEDAL (highest award) Paris Exposition, 1889
HORS CONCOURS, Paris Exposition, 1900

MANUFACTURERS OF

French Balbriggan Underwear

French Health Underwear, Unshrinkable

French Hosiery

H. JACQUIN,
Sole Agent for United States and Canada,
456 Broome St., NEW YORK.

THOMAS NORMAN, Representative
52 Wellington St. West, TORONTO

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES in all classes of HOSIERY and SHIRTS

London, England

Men's Shirts and Drawers
" Half-Hose
" Knicker Hose
Cardigans, Sweaters, Jerseys
White and Colored Shirts and Tennis Shirts
Collars in all newest shapes
Women's and Children's Hosiery, Vests, Drawers and Combinations.

See our line before placing Fall orders.

REPRESENTATIVES FOR CANADA AND UNITED STATES

The British Import Co.

1 WEST WELLINGTON ST. (Corner Yonge) TORONTO

SHIRTS AND COLLARS

THE business doing in fancy shirts for present trade is very good. Retailers are showing the usual assortment of stripe effects, among which one now and then catches a glimpse of some new Spring style, which the dealer has secured and believes will go along with the Fall and Winter goods.

* * *

The general character of shirtings for Spring, 1903, is, from an artistic standpoiot, an improvement on the strong, bold stripe effects which have been in vogue for a number of seasons. The most radical departure from this style is along the lines of figured goods.

In some new designs, the figures—always small and unobtrusive—are seen alone; but in many, perhaps the majority, there is a combination of stripes or squares. Whatever styles are shown for Spring, 1903, are of the hair-line order. They are placed either singly or in groups.

* * *

Black is distinctly a favorite in these patterns, particularly on grey grounds, of which there are many. Blue and green are also good colors. As to reds, the opinion obtains amongst some makers that they will be very much less worn than during the past year. In the better class of stripes this will very likely be the case; but for the "popular" trade, red is always in demand to some extent.

* * *

An American authority speaks of plaids and checks as likely to become very prominent among the Spring styles. With what reception they may meet on this market it is not possible to say at present.

* * *

Manufacturers of men's shirt waists will again place this garment in the field for next Summer's wear. The shirt waist has had hard luck. Just as it was gaining a foothold in the trade and gradually making its position stronger and permanent, along comes a Summer season that astonished even the oldest inhabitant with its April-like or November-like weather, and the shirt waist had to retire precipitately. It is a hot-weather garment only, and there was none of its kind of weather about. But this has not dismayed manufacturers, who have the utmost faith in its ultimate success as a garment for Summer wear. The new styles for next year are considerably changed as to design.

COLLARS

As the cold weather approaches, and larger neckwear makes its appearance, the wing or tab collar becomes more prominent. Among the best-dressed men it is now the leading style, and it is gaining in popularity daily. Whether the fashion in collars is governed by that in neckwear, or vice versa, manufacturers of both articles are not agreed. But the wing collar is undoubtedly the most suitable for the form of neckwear that is to be in vogue during the Winter months, as it will go well with any large tie, particularly with the English squares and made-up puffs, which are selling rapidly now for the Christmas trade.

With all the demand for wing collars, and the prominent place that Canadian manufacturers as well as others have given them, it is a little surprising how the retailer pushes forward his fold collars in window and interior displays. Scarcely a large dealer but gives the greater prominence to that style.

* * *

There is a great variety of wing collars being shown to the trade, from those with very small tabs to others with very large ones. To avoid both these extremes should be the dealer's aim. The great demand for wings is on the shapes with medium-sized wings, both round and square corners going well.

* * *

WING COLLARS MAKING HEADWAY.

Wing collars are making slow but sure headway in popular favor. The goods in demand are chiefly of the better class and cheap wing-collars have not yet been asked for. The long run of the fold collar does not seem to be finished yet by any means, and it will take a mighty effort to drive it from the market. The wing collar is now being placed in all grades. Of course, the style is a refined one, with small wings fitting fairly close up to the neck.

UMBRELLAS

THE present Fall season has been a very good one for the sale of umbrellas. Since the introduction of the first automatically-opening umbrella, there have been several inventions in this line, meeting with more or less success. One of those which appears to have taken well is what is called the "Travellers'" umbrella. This can be shortened to the length of the ordinary travelling case, a feature that will be much appreciated by those who have had to carry their umbrella strapped to the outside of a grip or valise. It sells at $24 per dozen.

* * *

The automatic self-opening umbrella is going very well. In fact, its supporters are firmly convinced that it will be only a matter of time before it entirely displaces the ordinary umbrella.

* * *

As to handles, nothing very new is shown. It is noticeable that in the finest goods the plain handles of oak, cherry, snakewood, etc., with natural crooks are most prominent. Of course, many of these are tipped with a silver or gold cap.

THE DEPARTMENT HAS DONE WELL.

A few months' ago Prevost Freres, Montreal, added to their neckwear lines a handsome range of umbrellas for men and women, comprising all styles and ranging in price from the cheapest cotton up to the most elaborate and expensive on the market. It has taken but a short time for this department to become an important branch of their trade. The stock at present is a large one, notwithstanding that it has been heavily drawn upon for the Fall trade.

The handle designs in ladies' umbrellas have been selected with great care and much taste, and it would be difficult

BY BUYING

Pewny's Kid Gloves

you get the

Latest Styles
Best Colorings
and Surest Fits

AND IN ADDITION

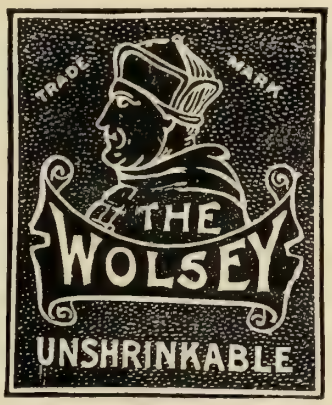
EVERY PAIR IS GUARANTEED.

S. GREENSHIELDS, SON & CO.
MONTREAL.
Sole Agents for Canada.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

If you know of anything better than

VELVO

for Cravats, the secret may make you rich.

Niagara Neckwear Co.,
LIMITED
NIAGARA FALLS
"ONLY MAKERS"

MONTREAL—Philip De Gruchy, 207 St. James St.
QUEBEC—L. A. Bergevin, 70 St. Joseph St.
WINNIPEG—T. Whitehead, Western Canada Building.
TORONTO—W H. McDougal, 57 Bay St.

to find a more attractive assortment. In the men's umbrellas a feature has been made of the latest introductions in the automatic self-closing variety, which are shown in large assortment, along with the "Travellers' " umbrella, an ingenious contrivance which allows of the umbrella being shortened to the length of a travelling case.

SPECIALTIES FOR THE SEASON.

One of the most progressive umbrella factories in Canada at the present time is that of The Standard Umbrella Manufacturing Co., of Montreal. Though only a comparatively short time established, this company is quickly forging to the front, and has already formed a large connection among the trade. Their specialties for the coming season are: The " Sukram " umbrella, an umbrella made from a new waterproof cloth, which does not retain the water, and thus obviates the unpleasantness of carrying a wet umbrella into the house. This umbrella is already in great demand and is sure to go. There is also the " M & F." patent self-opening and self-closing attachments, which are the latest and most approved patented self-opening and self-closing attachments, and the sale of same in Canada is absolutely controlled by The Standard Umbrella Manufacturing Co., who report that they are selling rapidly and are acknowledged by the trade to be the best on the market.



In stock with W. R. Brock Co., Toronto. "Bedale Raincoat, lined

This firm intend shortly opening a branch in Toronto, and the indications are that they will do a big business in the West.

Attention of prospective buyers is drawn to their advertisement appearing on another page of this issue. Quotations and samples will be furnished by the firm on application.

UNDERWEAR AND KNIT GOODS

HEAVY underwear is now in order among the retail stores. Silk and wool mixtures are taking very well among the best trade, in natural colors. Silk fleece underwear is also in demand, and the ordinary fleece-lined garments, with single or double breast, or double back, have been sold in good quantities. The belief that fleece-lined garments were to drop off greatly in sales was apparently not founded on good grounds, for there are still a large number of customers who will wear this and nothing else.

* * *

The demand for medium-weight garments is said to be on the increase. For this Fall's business a great quantity were stocked by the trade in Canada, and retailers have been able to do a good business in them since the commencement of the Fall season. Besides the naturals and greys, which are always in order in the medium -weight undergarments, there are a number of neat stripe effects in whites and colors, and several staple colorings in plains.

Unshrinkable wool underwear should find an important place in every well-assorted stock. These unshrinkable garments are being widely advertised, and with good effect: since they are genuinely unshrinkable and do not belie the claims of the manufacturers. The public has become well acquainted with them through these advertisements, and inquiries are frequently made for them.

* * *

The demand for light underwear for Spring and Summer, 1903, is comparatively good. When the cold weather of the past Summer is considered and the consequent bad effect it had on the sales of light-wear materials of every description, one would not be surprised to hear that the trade were buying very sparingly, having a great deal of light stock left over. But such is not the case, however it can be explained, and jobbers of high-grade underwear say that such goods are receiving the most attention.

A CANADIAN KNITTING INDUSTRY

A prosperous little knitting factory has been growing up of late years in St. John, N.B., conducted by W. J. Parks. From a small beginning some five years ago, it has now reached considerable proportions and there is every indication that it will some day become an important industry.

The product of the factory at present consists of woollen hose and stockingette, and a value of $15,000 in these goods is turned out yearly. There are about 20 employes who operate intricate little machines, which automatically manufacture stockings of various sizes, shapes and qualities, ready for use. It is Mr. Parks' intention to presently instal machinery for the manufacture of cotton goods.

At present the wool for the finer grades of stockings is imported from England, and the rest comes from New Brunswick and Quebec. The principal market for the output is found in the Maritime Provinces, though a good demand is springing up in the West.

CHILDREN'S KNITTED OVERALLS.

The W. R. Brock Co., Limited, Toronto, have in stock two lines of children's knitted overalls for the cold weather.

RETURNED
NOV 18 1902



The Coming Thing.

"Pinto Shell Cordovan."

Made from the "shell" of the Western Bronco—that is, his hips and back—the very toughest, strongest leather ever put into Mitts and Gloves.

No oil in the tannage to stiffen in cold weather, or harden and rot in heat.

Boil and scorch proof—sewed to defy ripping—tanned to defy tearing.

Pure vegetable tan, soft, pliable and good looking.

Tanned by the H. B. K. Co., and used solely and exclusively by them in Mitts and Gloves.

The Hudson Bay Knitting Co.

30 St. George Street, MONTREAL, P.Q.

which will prevent many children from requiring medical advice. They can be had in sizes 1 to 5, either black or white, and with and without feet. They are just the things to keep the little darlings from catching cold. Try to keep the doctor's bill as small as possible.

BOUGHT OUT A FACTORY'S GOODS.

The men's furnishing department of The W. R. Brock Co., Limited, Toronto, made a great hit last week, receiving for spot cash from one of the largest knitted woollen goods factories in Canada their whole stock of heavy worsted sweaters in cardinal, navy blue, white and black, at a price which enables Brock to offer them to the trade from 25 to 33 1-3 per cent. below good value prices. This staple sweaters, makes their assortment more than attrac- snap, added to their already large stock of sporting and tive Make a note of this when in need of these goods.

FLEECED UNDERWEAR.

Fleeced underwear is a scarce specialty in boys' descriptions. Brock's, Toronto, have, however, a full stock of all kinds and prices. Their men's "Plunder" is full of plunder for the retailer to retail at 45 or 50c. and is the result of an immense contract placed by Brock's when the market was cut to low prices last January.

MEN'S AND BOYS' UNDERWEAR.

A brisk sorting trade in men's and boys' underwear is going on at present in the men's furnishing department of Wyld-Darling Co., Limited, Toronto. Especially is this the case in plain shetlands, stripes, and wool-ribbed goods, their stock being at present well assorted. A splendid line of boys' fleeced-lined underwear is included in all sizes, from 20 to 32.

CARDIGANS AND SWEATERS.

As the season advances The Wyld-Darling Co., Limited, Toronto, report an increased demand for men's cardigans and sweaters. They have a special line in black and navy sweaters, which will retail at $1. These, they believe, to be the best value they have ever handled at the price.

HOSIERY

The retail stores are now doing a very good Fall business. Heavier goods are wanted, and the old heathers, black and red mixtures, greys, etc., in woollen and wool-mixed half-hose have come to the front again. Black, of course, particularly in cashmeres, is in the usual good demand. As to fancy hosiery, most retailers are still offering the light hose that has been selling now for some time, reductions in price being the rule.

* * *

Fancy effects are produced in many colors and combinations of colors. There is no leading shade. All sell well. A noticeable feature of the trade in fancy hosiery is the demand for black grounds, hosiery of this kind being much better sellers than those with colored grounds.

* * *

Golling socks, a class of hosiery that for a time appeared to be losing its hold on the market entirely, are now very good with the high-class trade. Of course, there are the heathers and heather mixtures, as well as greys, blacks, browns, etc., with tops of the same. In the wool goods a number of new tartan designs have been introduced, which are meeting with an ordinarily good sale.

* * *

SOCKS TO RETAIL AT 25C.

The W. R. Brock Co., Limited, Toronto, make a specialty of men's socks. This season they are even in a better position than usual. Further shipments of their black cashmeres to retail at 25c., called "Brocknit," are repeated. Their 3-pounder, called "Rhienere," extra heavy "Beatsall," and "Dawson," are good value and possess good wearing qualities.

NOTES OF THE HOSIERY TRADE.

The attention of the trade is drawn to Wyld-Darling Company's line of imported and domestic cotton hosiery, extra values.

The W. R. Brock Co., Montreal, report that their stock of black cashmere and wool half-hose is now complete in all respects. They also report complete ranges of men's and boys' leather and wool mitts at the very lowest prices.

Cashmere hosiery is one of the leading lines with The W. R. Brock Co., Limited, Toronto. Good value is shown to retail at 25c. for men's sizes. Send for sample designs of their main black F.T.A. and "New Cairo," in 2-1 rib 6 fold knees; Italy and "Cairo" in 1-1 rib.

MUFFLERS

A feature of the neckwear trade (if it can be classed as neckwear), of the coming Winter season will surely be the made-up muffler, not that kind to fit the collar, with one side plain and the other padded, but a muffler made up so artistically that it gives the appearance of being an English square tied by hand. In fact, it was the object of the designers to produce such an effect; and they have succeeded remarkably well. That this will before long take the place of the padded muffler there is not much doubt.

* * *

The designs in this muffler comprise all those seen in the English squares, stripe effects being a leading feature, although there are several handsome designs in figures Black grounds are most prominent.

NOTES.

In men's mufflers Wyld-Darling Company are handling an extensive range in the made-up article, in woven squares and in Way's mufflers, all of which can be retailed at popular prices.

NECKWEAR

As to trimmings, quills and duck wings are selling Big shapes hold the field in fine neckwear at present. The varieties known as English squares and flowing ends are the principal goods sold. Four-in-hands are in good demand, and in style are slightly wider than heretofore. A feature in these four-in-hands is the facing with a good quality of Japanese silk, which secures a sufficient thinness to make them tie up neatly. A lot of De Joinville ties are also being placed by the trade. Midget bows are dropping out of the market.

* * *

In colors, greens are still to the front, though there is a strong partiality for browns, and reds come into favor as soon as Autumn sets in. Neat patterns on dark grounds is the desideratum of the better class of trade, but an enormous business is being done in surprisingly loud goods.

In fact, the trade gets away with everything from the very quiet to the very loud. On the whole, however, the public this year are buying much more expensive stuff than heretofore.

ENGLISH NECKWEAR.

A department to which John Macdonald & Co. pay a good deal of attention is that of neckwear. All their goods are English-made and of exceptional value. They are different from anything being shown by Canadian tie houses, and, coming direct from the English market, are of the very latest styles. The range consists of narrow reversible derbies, graduated derbies, flowing ends and knots. When it is remembered that these can be retailed at 25c., the value of the stock may be understood. Already Christmas sample ties are in the hands of the company's travellers and delivery will be made by December 1. Retailers should not fail to see these lines before placing orders.

CHRISTMAS NECKWEAR.

A good display of Christmas neckwear is to be seen in the men's furnishing department of The W. R. Brock Co., Limited, Toronto, to be retailed at 25 and 50c. The shapes are new, the patterns exquisite and the value A1. ; also Way's mufflers, padded mufflers, cashmere mufflers, wool mufflers and all that men want for the Christmas and holiday trade.

GLOVES

Among the new gloves, light tans are well thought of. One pearl button is the rule on these. Greys are also in evidence, but for the ordinary trade this color does not appear to be as desirable as the tans. Most retailers are to the front with fur-lined gloves for the Winter. As yet, there has been no weather cold enough to call for these, and the trade done in them has not been large ; but it is as well to have them in evidence in anticipation of a sudden cold snap, when there is bound to be a rush for the heavier articles.

* * *

An American exchange notices a curious feature of the glove trade. It says : " Many men returning from Europe are wearing yellow chamois or buckskin gloves as an everyday article of wear. It is claimed they can be washed, and what is more important, look well and remain soft after washing. These gloves are perfectly plain and very cheap." These gloves have not appeared on this market as yet, but may be taken up later on, providing the foregoing quotation is correct.

* * *

Knitted wool gloves, for men, have been selling fairly well. There are many pretty designs in these gloves, and the colors, quiet but novel, should recommend them to the most exacting customer.

SPECIALTIES IN GLOVES.

In men's and boys' lined gloves an extensive range in mochas is being shown by Wyld-Darling Co., which can be retailed from 50c. to $1.50. Special note may be made of two lines, one to retail for 75c. and the other for $1.00—fine, soft-finished stock. A scarce article, which is at present meeting with great success in the trade is a men's black mocha glove. Amongst the other novelties shown by this house may be mentioned two lines in men's Ringwood gloves, one, the " King," a cardinal glove, and the other, a white wool glove, both of exceptional value.

DOLLAR GLOVES.

November is the month when buyers are on the hunt for good value in gloves and mitts. See Brock's, Toronto, stock—particularly their lined kid gloves to retail at $1. Men's Ringwood gloves and ladies' cashmere and fancy Ringwood to retail at 25c. Home-made mitts for boys' and men, ladies' double mitts, to retail also for 25c. Pullover mitts, mocha and buck mitts and gloves.

POINTERS FOR RETAILERS.

The renewed demand for poke collars brings up a point that retailers would do well to instruct their clerks on, says The Haberdasher. A poke collar must fit the neck of the wearer perfectly or it is a failure. The effect of this collar is ruined when it is buttoned on a low-cut shirt. The collar must stand up so that the protruding points come well up under the chin. If the collar is too low, or the points do not touch the chin, the effect is very unsightly, and is not what it was intended to be. Clerks in selling these collars should take pains to find out how high a collar the customer can wear with comfort, and he should then be sure that the shirt is one that will admit of the poke being worn properly. The neckband should fit properly and be cut high, and when the collar is on should be snug. A poke must not be a bit too large or a bit too low for the wearer. They always look best when a trifle tight and high enough to meet the chin when the head is held in a natural position.

SOME SEASONABLE SPECIALS.

Several interesting lines are at present being placed on the market by John Macdonald & Co., of Toronto, which are attracting the attention of retailers. Among them might be mentioned the following specials :

Black cashmere hose is manufactured of plain cashmere and have mending cards attached. All sizes are at present in stock. Retailers will find these hose good sellers at 25c.

A fine assortment of Way's mufflers is now ready for the market. They are in plain and fancy colors, and will retail from 25c. up to $1.

In black satin shirts they have something very neat in a fancy-stitched front, sure to be popular at such a low retail figure at 75c.

Wool mitts are supplied with hogskin fronts and are durable. They can be retailed at 50c.

Special values in men's and ladies' rubber coats are being shown. The retail price will range from $2.25 to $12.00.

ON A BUYING TRIP.

Thomas Norman, manufacturers' agent, of Toronto, sailed on October 31 for Troyes, France, on the White Star Line ss. Celtic. After visiting the French mills he represents, he will cross over to England and make arrangements with a number of English firms for new lines of goods. One of Mr. Norman's leading ' lines now is Mauchauffee hosiery and underwear.

SUSPENDER EMPLOYEES ORGANIZE.

The employes of The Dominion Suspender Company, of Niagara Falls, Ont., who organized a union a few weeks ago have obtained a charter from the American Federation of Labor as the Neckwear and Suspender-makers' Union, No. 10,363. The following have been elected as permanent officers :

President—Jos. Fleming ; Vice-President—Wm. Hardy ; Recording Secretary—Miss Rose Murphy ; Financial Secretary—Miss Macie Ferris ; Treasurer—Miss Lizzie Fleming ; Trustees—W. Hardy, W. Evans, H. Pinneo ; Inside Guard—Miss Edith Glover ; Outside Guard—Miss Maud Moore.

THE TORONTO RETAIL TRADE.

NECKWEAR.

Neckwear, as being shown in Toronto at present, approximates pretty closely to the prevailing New York styles. When young men are constantly taking trips South, it is disastrous for the haberdasher to get behind in the correct things. Following is a general survey of some of the better class of goods being shown by Toronto haberdashers up to a recent date:

At Bilton's, derbies, flowing ends and Ascots have been most in demand. Among the more striking creations shown might be mentioned a brocaded grey tie, which had a complex pattern modulated into a soft crescent design, several Ascots with rich patterns in grey and pink shot effects, and a brocaded brown tie shot with green. Several handsome De Joinville ties were also being shown, and were said to be taking very well.

Score's showed several lines of plain four-in-hands, in rich colors. These were in grey, purple, dark red and dark blue. A very handsome brown Ascot, brocaded, also took the eye.

For wear with the frock coat, R. J. Hunter showed a handsome series of ties. They all had white silk brocaded grounds on which dotted stripes in greens, pinks, blues and delicate shades were worked. Another series consisted of large Ascot shapes, graduated suitable to tie with fold collars. These were heavily brocaded in dark and light shades with rich colorings of green, garnet, gold and silver grey. The leading four-in-hands shown also presented the brocade effects and were slightly wider than usual. Very handsome De Joinville ties were being brought forward, principally in brocaded effects.

Wheaton & Co. displayed a large stock of English squares, suitable for tying into Ascots and flowing ends. These were principally dark grounds with small spots. A very late creation of an odd character was a tie with a dark ground, on which a red and green stripe alternated with a black and white design. The colors were soft and did not clash.

At Harcourt's large ties with large patterns, all of a dark tone, were predominant. The new wide four-in-hand was also being shown. These are made very thin, so that they can be tied up into large knots. English squares with large dark patterns were reported as selling best. For evening wear and nice wear, the pure white tie holds the market.

COLLARS.

Wing collars are gradually gaining ground in Toronto and all the leading dealers report a fair sale of them. The large wing did not take as was anticipated and the neat, small wing is what is being sold. However, fold collars are not likely to be superseded in the favor of the Toronto public and large quantities are still being sold.

GLOVES.

Tan gloves seem to be more in demand than the grey gloves which lead in New York. The sale of the former for all kinds of wear has been reported to be heavier than the latter. Indeed, some dealers say the demand is almost entirely for the tan shades.

SHIRTS.

In dress-shirts the pleated bosom is being put on the market and is sure to take pretty well. Colored shirts shown are all with white grounds, covered with neat patterns or spot or narrow stripes. These patterns are in the main black or blue, though in some instances a little red is added. An oddity in a King street store is a narrow stripe, well spaced, along which little figures are dotted.

IN KING STREET SHOPS, TORONTO.

"When the Autumn nights lengthen and the city streets grow dark long before 'tis six of the clock and the gaily-dressed people throng the thoroughfares, then the heart of the haberdasher grows warm within him and he turns on the full flare of his electric bulbs and transforms his show-windows into bowers of beauty and color."—A Legend of Old New York.

From now until Christmas the shop-fronts of the swell haberdashers along the south side of King street in Toronto, will be resplendent with exquisite displays of beautiful goods, on which the artificial lights will nightly shine in all their brilliance. In saying this, no reflection need be cast on the other haberdashers in the city. There are men's furnishing stores in various parts of the city, which have excellent stocks and show them to advantage, but because of their number and high tone, the King street stores form a group which has got the name for excellence.

Of course, all, or nearly all, of these windows are fitted up with the latest contrivances for displaying goods. There are all manner of brass frames, varying in size from the little brass stand with the plate-glass top to the large frame occupying almost the entire window. These are also busts and figures, on which shirts, underclothing, socks and neckwear can be shown to advantage.

Bilton Brothers recently had a very attractive window, which proved a good drawing card. It was a golf-window, quite simple in its make-up, but containing some very handsome goods. The central idea was built up around what might be called a single-post stand on the arms of which were hung doeskin golf gloves and golf stockings. More golf stockings were hung from arms fastened to the sides of the windows. On the ground were small stands on which stockings and caps were arranged. The crowning triumph was secured by placing a pair of golf clubs crosswise against the central frame and in front of them a red cap. The glass front of the window being convex concentrated the display.

Score has one of his windows built on a corner and hence with two faces, which offers exceptional advantages to a dresser. It has been constructed of fine light hardwood with all the best lighting contrivances. At present it has a background formed of pale green silk curtains, which show off beautifully when drawn at night. When last seen this window contained a display of undershirts, neckwear and colored shirts. Facing King street, the central frame contained some undershirts of natural wool in plain blue, edged with white. On large side frames, plain blue and dark red ties were hung, and on smaller frames, to the sides, grey and purple ties. On a smaller central frame, with branching arms, a few beautiful brown ties with a simple zig-zag pattern were arranged. A variety of ties hung over small frames on the floor of the window. On side arms, light stocks were shown. The side of the window had a display of white shirts with simple patterns.

One of R. J. Hunter's latest windows had shirts as a central idea. On a large frame at the back hung a variety of white shirts with neat small patterns in blacks and blues and simple stripes. Gloves were hung between the shirts. On the floor of the window there were some dress-shirts, collars and ties tastefully arranged.

Wheaton's windows usually look about the most attractive in Toronto. There is always a heavy stock from which to select material and the windows are fitted up to show it off to advantage. Lately a dress-shirt window attracted much attention. The shirts were of the latest style with the pleated bosom. There were arranged on a four-sided stand and alternated with black ties and black-shirt protectors. The floor of the window was principally made up with neckwear.

Harcourt is another furnisher who dresses tasty windows. His latest had in it a variety of goods, comprising shirts, collars, neckwear, gloves, etc. These were arranged in the usual manner on stands and frames. The window was not crowded up, as the tendency is with most furnishing houses, so that a good idea could be gained of the goods in it.

SEASON 1903

Felt Hats, Caps and Straws.

Our representatives are now on the road with fine display of samples in

Milner
Stanley
Cooksey
Carrington

In Exclusive Styles and Colorings.

Exceptional Value in Soft Felts at $10.50, $12.00, $15.00 and $16.50.

IMMEDIATE DELIVERY—We have on hand sample dozens of the latest designs in Felts for the Fall trade which we are closing out at specially low prices. Write for samples.

James Coristine & Co., Limited

St. Paul and St. Nicholas Sts., MONTREAL.

HATS
and
CAPS

Don't worry about placing your hat order for the coming season.

Wait for my travellers, they will show you the smartest styles and best values ever manufactured.

J. Arthur Paquet,

QUEBEC.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.

BOOTS AND SHOES

THE DEPARTMENT

FOR some time we have considered the advisability of establishing a boot and shoe department in this journal. The chief reason for so doing is the increasing interest which the retail drygoods men are taking in this particular branch of trade.

This issue brings the department before the retailers, and we are confident that with some assistance from the trade we will make it a very worthy branch of our paper.

We would be pleased to receive communications from any interested in this line of goods, and our columns will always be found open for the discussion of subjects that will tend to promote the interests of boots and shoes.

To the manufacturers and jobbers we might say that we have a limited amount of advertising space to be taken up by December 1. If you desire space let us know by letter and we will arrange with you.

DISPLAYING BOOTS AND SHOES.

The retailer who fails to make the best possible display of his miscellaneous goods is making a mistake. Take, for instance, the stock of shoe polishes, blackings, brushes, and shoe findings; these can be pushed to the best advantage when exhibited in a clever kind of way. Your customer may not come in specially for shoe dressings, but the attractive display of these goods catches his or her eye, and five times out of ten you will ring off a cash sale due entirely to your being right up-to-date.

A very attractive Christmas display may be easily arranged in any show-window, regardless of its dimensions, as it is readily adapted to the largest or smallest window. The window is backed by mirrors up to a moderate height, and above that is a patterned background. The mirrors are partially obscured by a lattice work in front of them. this lattice work being of light wood or heavy pasteboard, which is covered with cotton batting. Each intersection has a sprig of holly or other green stuff, while the diamond spaces are filled with individual shoes or slippers, suspended so as to hang point downwards, thus showing them off to good advantage.

The bottom of the window is covered with cotton and a few shoes and slippers are displayed, each having upon it a price ticket. A snowstorm effect is made by a large number of threads to which pieces of cotton are knotted at irregular intervals. These threads are suspended from the top of the window, but not coming low enough to interfere with the display of the shoes. If an electric fan is used it adds greatly to the storm-effect. Too much wind will probably tangle the threads. For Easter, it might be varied by using artificial violets instead of cotton, thus making it a show of flowers instead of a snowstorm.

"KICKS" IN REGARD TO GOODS.

A prominent retailer from a large western city who was in Boston last week, in speaking of the frequent friction between shoe manufacturers and their customers, said: "I find that it pays to get along with manufacturers as easily as possible. Of course, one doesn't want to have his rights trampled on, and I don't think that the average manufacturer has any idea of doing this. But in the long run, I believe that it pays not to make too many kicks in regard to goods. Manufacturers are very sore on the retailers in the matter of this fault finding and they lose no opportunity to make their sentiments in this direction directly or indirectly known to the trade. I find that I can get along very well with my manufacturers and obtain all that is coming to me in the way of favors without much friction. I believe that the principal cause of the numerous stores that have been opened by shoe manufacturers in this country during the past few years is the trouble which they have had with retailers who returned goods and allowances. This may seem a strong statement, but I believe emphatically that it is true."—Boot and Shoe Recorder.

BRIGHT SHOE SAYINGS

When the time comes around to supply copy to your papers you are sometimes at a loss to know just what to say in your advertisement. You never experience that feeling when you are pushing your goods to a customer. Avoid hackneyed sayings. Talk through the paper as you would talk to a single customer. Give the store news in your own words. The effect will be better.

The following paragraphs are culled from advertisements and appear in The Boot and Shoe Recorder, Boston, Mass.:

Boys don't like to wear girls' shoes.

Shoes for grown folks at the usual price of children's.

Slipper day, slip in and slip out a pair of slippers for B b—don't slip away.

Cornell shape—All the comforts of a broad toe, but gives the foot a dainty fit.

Waterproof shoes, the "Dryfoot" kind, have long borne good fruit—with each shoe goes a policy against damage by water, payable on demand.

We have a line of featherweight button and lace shoes, known as our "Royal Purple," that are perfect dreams of foot beautifiers and comfort-givers.

It's the only man's shoe we'll handle from now on. Instead of dividing our attention among three or four grades we have concentrated all our efforts on this one shoe—determined to give you the best shoe that $3 can buy.

Shoes are one of the most important items of dress at any time of the year, and especially so now that we are certain to have changeable weather. In style, price and quality our shoes are just what every well dressed woman admires. You should not fail to see them.

There's a good business reason for "marking down" odd lots of special merchandise to clean out the straggling remnants. But why "mark down" shoes? Leather is getting dearer all the time, and wages keep going up. A shoe isn't a perishable article. It's a staple of the staplest kind. These shoes are always sold at one price. The stock is always fresh, coming in every day from the factory to supply the demand that has sprung up so quickly. No broken sizes to choose from.

Because we are young and green, lots of valuable advice is given us that we would not have if 67 years old, etc.

A man was in who said he could buy our $2.50 felt combination boots for $2 anywhere. We offered him $10 if he could. The reward wns never claimed.

We had a $5 coat for $4 50. A man was in who said our price was a little high, he could get same coat for $4 in South Framingham; we offered to bet $20 that he could not. He said perhaps he was mistaken and a few days later came and bought the coat.

TRADE GOOD IN RUBBERS.

The trade in rubbers is reported good. Long-rubber boots are in demand; also fine goods. The trade is about stocked with lumbermen's cacs. There will be a good demand this season for ladies' imitation material silk uppers. Otherwise plain goods are favored.

THE BRITISH GENTLEMAN

A Letter from London describing the Fall Styles in the Old Country.

London, October 18, 1902.

AT the request of the editor of "The Canadian Dry Goods Review," I will jot down a few notes concerning the styles at present in vogue on this side of the Atlantic. Realizing that you, in Canada, follow principally New York fashions, it will be unnecessary for me to go into detail and I will simply content myself with a general description of what is being worn here. From them indications of what is in store for you in the future may possibly be derived.

THE FROCK OVERCOAT.

The reign of the Raglan is now decidedly on the wane and the novelty for the season is the close-fitting frock overcoat. It is short in the waist, with a long skirt, spreading out freely. There are four buttons in front and the collar is fairly wide, with considerable roll, and is made of black silk velvet. Sleeves are made moderately close-fitting. The material of which the coat is made has already become very popular. It is a black and white pin head pattern arranged in stripes.

LONG CHESTERFIELD.

The latest development of the Raglan is to be found in the long Chesterfield. This coat reaches to the calf and hangs fairly loose. It is single-breasted in cut, the front lapping well over on the right side. Both cuffs and collar are finished in velvet. Sleeves are fairly narrow, while the cuffs are loose. The pockets are vertical and placed well over to the side. The material is the black and white pinhead effect arranged in the square.

REGULATION CHESTERFIELD.

The regular up-to-date Chesterfield is not so long, barely covering the knee. It is still fairly loose, though a tightness is noticeable in the sleeves. The front laps over well. A silk velvet collar and velvet cuffs give the garment a distinguished appearance. Flap-covered pockets are still worn and the material used in the coat is simple, being a dark grey mixture with a fine twill, soft and slightly rough.

IN FROCK COATS.

During September and in fact the early part of the Fall, the use of light grey frock coats, for wear at races, was much in vogue. These were worn with white waistcoats, or with other waistcoats, brightened with a white slip inside the opening. Besides these frock coats, the shepherd's plaid morning coat was also seen, the cutting away being as slight as possible. Large hip pockets with huge flaps were prominent features of the coat. For wet weather the Raglan coat was almost invariably worn.

JACKETS.

Earlier in the Summer there was a great run on the long-lapelled rolled-back collar with reefer jackets. These were found so cumbrous with the double-breasted jacket that there has been a greater run on the single-breasted variety. Collar and lapels of the single-breasted reefer are accordingly being made pretty wide. For jacket suits, the favorite wear is tweed, with a herringbone design, showing very little linen effect and generally with a little green in the yarn. Shepherd's plaid is only worn at races.

STYLE IN COLLARS

Wing collars are threatening to oust the double collars from popular favor. Though the latter have been made in narrower shapes, yet the change has not tended to keep them in fashion. Of course, the wing-collar will only be worn as an alternative for the standing up collar, except for very formal wear. The favorite wing-collar is made with small turn-down corners, so that the opening may be as small as possible. An invention of the season is a modified-wing collar with oblong wings, instead of the customary triangular wings.

THE FASHION IN NECKWEAR.

In neckwear the Ascot is gaining in popularity, while neither the bow-shape nor the once-over seem to have much chance of being revived, at least in the near future. Hitherto, one-color cravats in the knot and loose-end shapes have been most in vogue, but this Autumn, silks in black or grey, with unobtrusive ground-pattern and brightly colored spots arranged in little groups, seem to be the favorites. With tail-coats the Ascot alone is being worn, generally in black and white, pinned with a medium-sized pearl pin.

JEWELLERY.

Jewelers announce that the topaz is to be the coming stone for pins and studs and links. The topaz has been for a long time in the background and it is about time it was restored to favor. However, it does not possess all the advantages of the diamond and pearl, as there are many shades in neckwear with which it will not harmonize. A careful dresser can avoid this by a choice of a harmonizing color. For a stud gem, no objection can be raised to the topaz.

SWELL RIDING SUITS.

The latest in riding suits is a very neat creation. The jacket has the ordinary collar. The fronts are straight and nearly square. There is a little snugness in the back but this gives way when the rider is in the saddle. The coat should preferably be made of tweed or Scotch cheviot, though vicuna will do. For shooting a comfortable and satisfactory outfit has appeared. There are fairly full pleats in front to allow a good arm-motion and the knickers are made without knee-bands. The materials are loose cheviot tweed or homespun in a quiet check pattern.

AUTUMN NOVELTIES.

Several novelties are to be found in West-End society. There is, for instance, the suede waistcoat and the leather waistcoat, in general. The former requires an infinity of seams and joins to make up a sufficiently large surface. Other soft leathers can be secured in sufficiently large pieces to make vest fronts, but the practice of wearing leather waistcoats is not one to be very highly commended. For motor-wear leather is used extensively and forms an admirable medium for keeping out the cold, but this very reason makes it doubtful whether it will ever be fashionable for every-day wear. Another innovation is the practice of wearing white kid boots. It is extremely unlikely that their use will be encouraged. They are liable to soil easily and are unmanly in appearance.

SERVICEABLE MOTOR COAT.

A sensible motor coat has recently come to my notice, which I will describe in conclusion. It is made of Devon cloth, a closely-woven felted cloth, like box cloth. The coat extends nearly to the feet. It has a back yoke and the rest of the back is cut wide in sack style. A waist-strap behind is necessary to take up the looseness in walking. The coat is double-breasted, buttoning right up to the neck, where there is a wide collar, made of the same material as the coat. The cuffs are supplied with straps and buttons, which permit of the wrists being tightened to any desirable extent.

J. W. KENT.

HATS, CAPS AND FURS

FUR TRADE STIMULATED BY COOLER WEATHER.

THE colder weather has had the effect of stimulating the demand for furs, and all lines are now active. The volume of business is ahead of last year and from now on till the first of the year will be heavy. The widespread prosperity prevalent just now throughout the Dominion and the United States is making itself felt in the large number of orders which are being placed in the hands of the trade. The West and Northwest is now expanding rapidly and the trade with that part of the country in furs is no inconsiderable unit with the wholesaler this Fall. The Persian lamb is the best selling fur this Fall and the prices are stiff and high. Astrachans and minks, also, are popular with a large number of buyers, and jackets of these and Persian lamb fronts with reefer collars and cuffs are big features in the trade. There is a heavy demand for two stripe minks, in collars, and for boas in minks, stone martens and fox skins in blue, white, Isabella and red, with muffs to match.

A long mink scarf with double ends in mink, stone marten, Alaska, Hudson Bay and Russian sable is a leading seller; and a new thing coming into fashion is a large bear skin boa reaching down to the ground. In muffs, the latest is a large granny muff, of bearskin, flattened in shape.



An Attractive Hat Window.

FALL STYLES.

Black felts are out and out the most popular hats of the present season, and, according to reports, sell much better than stiff hats. In style they approach as nearly as possible to the Panama shape, especially in the brim. These are, of course, novelties, though it is in these novelties that the great bulk of the soft-hat business is being done. A Panama style in the brim and a round crease in the crown seem to constitute the most stylish piece of headwear. Other hats have a single crease on top, or various novel devices in creases.

In stiff hats Panama effects are also in evidence. The brims start upward and the crowns are full. However, there is not the same business being done in them as in the felts. Factories are rushed to get out their orders for the latter.

A HAT WINDOW.

Our cut illustrates a very good window trim in gentlemen's hats, shown by one of the leading Toronto houses in the hat and fur trade. The background was of mirrors, and the perfection of the nickel fittings was one feature of the display. The manner of grouping is sufficiently explained by our cut, but it should be observed that the hats are not crowded, due space having been given to each hat, which adds much to the appearance and usefulness of the display.

Crowding goods into a window is a mistake often made, as the eye is fatigued by the number of objects presented. Only a confused impression is carried away, and all interest soon lost in what might have been a good window but for this fault.

The show-card was neat, being a heavy beveled, dark green card with gilt lettering.

Some few of the soft-felt hats were in dark tans and browns, the rest in black.

A hat box and dressing case lent a needed touch of color at the right place in the display.

1903 HAT STYLES.

Some ideas with regard to next Spring's styles in hats were gathered recently by a "Review" representative from Mr. James Strachan, the hat manufacturer, of Toronto. According to Mr. Strachan, the Panama hat is doomed. The craze had run its course in New York by the end of July and in August sailor hats were in the great majority on the streets. As far as Canada is concerned, there never could be much of a demand for the genuine Panama, and as soon as it drops out of style in New York it will hardly hang on here.

WE'LL HELP YOU

get the lion's share of the underwear business of your locality if you take hold with us. We ll help you in three ways: By giving you the best underwear on the market; by giving you the best underwear advertising in the field; by giving you the same methods and working with you constantly along the same lines that have built big business for us.

Stanfield's Unshrinkable UNDERWEAR

means more to the dealer than simply so many dozens underwear on his shelves. It means business, life and energy, enthusiasm, progress, success.

DO YOU WANT OUR HELP?

The Truro Knitting Mills Co., Limited

Sole Manufacturers. TRURO, N.S.

NOW READY



OUR STOCK CUT CATALOGUE.

Best yet. Write for copy.

Toronto Engraving Co., 92-94 Bay Street, Toronto

THE REVIEW'S DIRECTORY OF AGENTS.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO.
Dry Goods Commission Agents.
Representing
- STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
- CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
- BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
- HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains,

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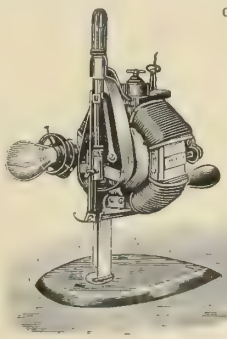
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The Berlin Suspender and Button Co.
C. K. HAGEDORN, Manager.
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"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

THE EASTMAN ELECTRIC CLOTH CUTTING MACHINE produces more work and of a better quality than any other system of garment-cutting. Most aggressive manufacturers use it—that demonstrates the truth of our statement.



It Cuts | Shirts, Shirt Waists, Underwear, Skirts, Cloaks, Suits, Overalls, Fine Clothing.

Write us

The EASTMAN MACHINE COMPANY, Limited,
247 Yonge St., Toronto, Canada.

For next Summer, Mr. Strachan is inclined to believe that the sailor hat will be very popular. These, with broad brims and low crowns, will be the style. Hats made of sennet braid will also be very stylish and will make handsome pieces of headwear.

In felt hats, there will, in all probability be a run on slate and pearl shades, with the likelihood that slate will knock out pearl. Very few browns will be put on the market.

HIGH-PRICED FURS.

The accompanying cuts are illustrations of a $600 sealskin and plucked otter cape and an Alaska seal jacket, two articles in the fur business that are meeting with big sales this Fall. They are gotten up handsomely and present an effective appearance.



Alaska Seal Jacket.

A SPLENDID PRODUCTION.

One of the finest catalogues of the year is that of J. Arthur Paquet, furrier and hatter, Quebec, P.Q. It is well designed and printed. The cover is embossed in copper, silver and gold bronzing and in colors presenting a design of a maple leaf surrounded by stamps of the medals Mr. Paquet's goods have taken at different world's expositions. The book contains 60 pages of super-calendered paper, on each page of which is a well executed illustration, either a photograph of one of the departments in the factory or a fashion-plate, showing one of the many ladies' or men's furs, fur coats, fur caps, hats, etc.

It would be utterly impossible to give any idea of the immense variety of fur capes, jackets, boas, or other articles of feminine apparel to be found here, including all kinds of furs as well as combinations of cloth and furs.



Sealskin and Plucked Otter Cape.

Men's felt and straw hats are also an important feature. Besides being a dyer and dresser of furs, Mr. Paquet is an importer and exporter of raw skins and manufacturer of furs, gloves, mitts, snowshoes, cloth caps, etc. All these are illustrated in this catalogue.

The photographs of the departments are interesting and show to some extent the large scale upon which the business is done. Each cut of the garments is numbered and the materials of which they are made described, so that it is an easy thing to place orders through the catalogue. Those of the trade who handle any of the lines mentioned here should not fail to secure a copy of the catalogue if possible.

A USEFUL INVENTION.

In this issue "The Dry Goods Review" introduces to its readers The Peninsular Cabinet Company, of Flint, Michigan, a firm whose reputation in the United States is, to say the least, enviable. They are looking for someone in Canada to handle their patented hat cases, either on a royalty or by buying outright. A glance at their advertisement will be a strong inducement to take up this clever invention. It is surprising how careless many dealers are in displaying their hats, placing them in the way of dust and air, where it takes but a short time to render them almost unsalable. This case will be invaluable to all merchants who carry any stock of nice hats. It should sell on sight.

POOR SEALING SEASON.

The vessels engaged in the Canadian sealing trade report a most disastrous season, as conditions were unfavorable and the industry a failure wherever tried. One of the schooners only gathered 79 skins in a hunt that lasted from last January.

Ways To Win a Lady

Are many and varied.

A TOOKE tailor-made Shirt Waist will win ladies to your store and make them permanent customers.

OUR MOTTO:

PERFECT FIT AND FINISH.

TOOKE BROS., Limited

MONTREAL.

THE MAN OF FASHION

What a Leader in the Smart Set has to say Respecting the Ultra Fashion of the Moment.

New York, November 2, 1902.

FALL fashions are now firmly established, and the leaders of society have made their choice of what shall dominate the styles for the Winter season. Speaking generally, the correct articles of apparel do not differ markedly from those worn last Winter, though necessarily a good many changes have been made. These are principally of the nature of modifications and can scarcely be called radical.

COLOR.

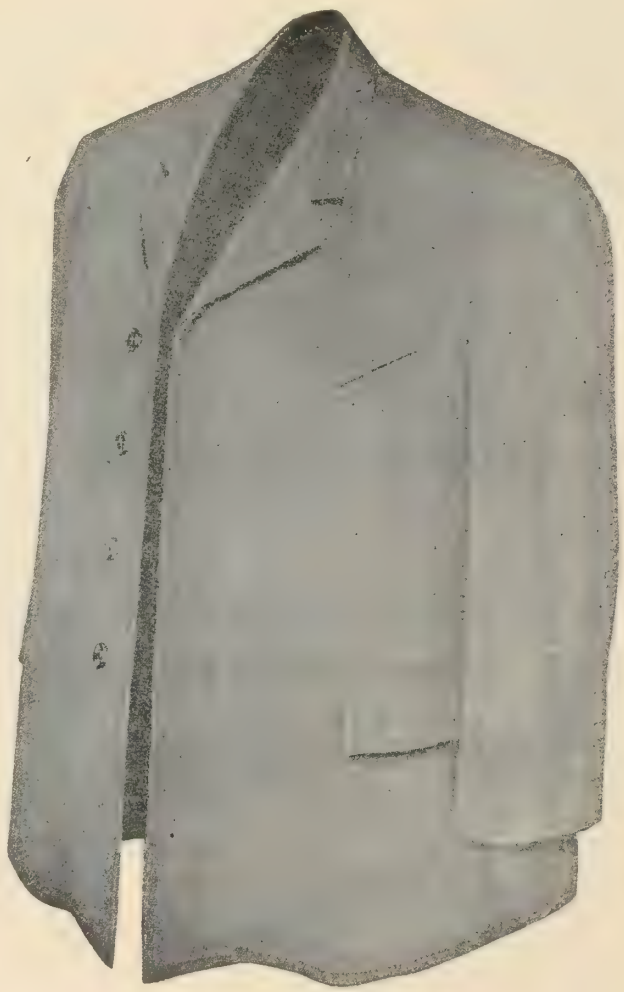
Though green gets the credit of being the fashionable shade, it is scarcely approved of by careful dressers. It has had too long a run to be able to continue in its unique position. Greys and browns have practically become the leaders, while black and dark blues retain their customary favor. This is for suitings, which range over a good variety of materials, none of which may be said to predominate. There are tweeds, serges, homespuns, worsteds and other makes, all of which are equally correct.

STYLE.

In point of style, jackets are somewhat longer and fuller, with a lower cut in the openings. Vests are cut correspondingly low, causing a greater display of shirt front. On the whole, the double-breasted sack coat seems to be meeting with most favor. In the correct style it is worn with three buttons, the two-button variety having been relegated to second-class wear.

WAISTCOATS.

Waistcoats for sack suits will usually be made of the same material as the suits themselves, though fancy washable waistcoats with simple, neat patterns will be favorites. With evening dress, of course, the washable linen waistcoats with the little pearl buttons will still be worn, and for the frock coat the material will be pique or marseilles.



THE COVERT COAT.

COVERT COAT.

In the realm of overcoats, the covert coat will be worn a great deal. It will be cut full and long enough to cover up the jacket underneath. The regulation tan shades will be used and the pockets will be sloping, with flaps. Half-a-dozen rows of stitching on the sleeves will afford the coat just that little extra finish which will distinguish it from the ordinary run of such coats. For walking and for business wear the covert coat is admirable.

CHESTERFIELD COAT.

For regular wear, the Chesterfield promises to be most in demand. If cut of medium length, single-breasted with a straight back and no skimping of material, it will be a stylish and comfortable coat. A velvet collar is advisable, with an outside breast pocket, though the latter is not necessary. The question of turned-back cuffs and vertical side-pockets are scarcely of sufficient importance to cause any person concern. Whatever way these details are designed, they are fairly sure to be correct.

HATS.

The flat broad-brimmed Derby hat promised to be the favorite earlier in the season, but it has not been taken up by the smart set, as was anticipated. The modified style, however, will be adopted. The fashionable in silk hats appears to be an unknown quantity in this Fall's styles. There is, of course, a limit each way, but within these limits a good many differences can be noted. There are variations in the dip of the brim, and in the bell of the crown, for instance, which are quite noticeable. These suit themselves to the shapes of different heads, so that, on the whole, this condition of affairs is beneficial

SHIRTS.

Turning to the domain of shirts, the tendency in the better class of wear seems to be towards dainty and neat designs. Slender lines and small patterns with simple combinations of color are desired by the careful dresser. The standard colors on a white ground are the best style, blue and black being most in demand. Flannel shirts are coming in for a good deal of consideration even for Autumn and Winter wear, and, when well made and prettily colored, they are undoubtedly smart in style.

NECKTIES.

Bright colors in neckties, though largely shown, are not taking very well. Dark colors and simple designs are deemed preferable. These in black and white, greys, dark reds and greens and purples make very handsome ties. The tendency is towards large forms, and the big squares have been found better sellers than the Ascots. Stores have in stock some handsome designs which set off neat sack suits to advantage.

GLOVES.

Suede gloves have gone out of fashion for afternoon wear, and dark slate-colored undressed reindeer skin gloves have taken their place. These possess several advantages, including uncommonness and good quality. For heavier wear, the prevailing shades are the red tans in chevronette, dog or deer skin. These have three stripes of raised leather on the back and a single button of bone. Evening gloves are white, of course, rather heavy, and finished with self-stitching.

The Auer Gas Lamp.

"TURNS NIGHT-TIME INTO DAY-TIME."

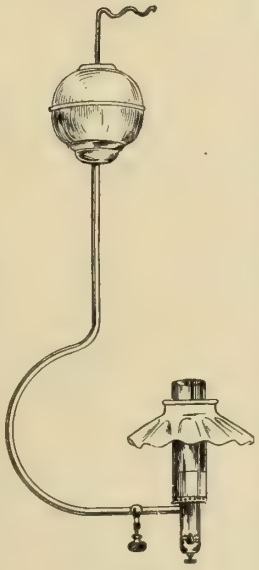
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WE HAVE ALSO SOME VERY GOOD COON COATS AT THE FOLLOWING PRICES.

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We will be pleased to receive enquiries from you, and ship goods on approval.

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232 McGill Street, MONTREAL. 10 Front St. East, TORONTO.



The Canadian Millinery Review

Features of the Trade

FEATURES AND FASHIONS.



Flop shape, trimmed with medallions of black Chantilly lace, wreath of shaded grapes, etc.

Wholesale milliners have had a splendid season so far, and felt hats, particularly those of the rough order, such as camels hair, beavers, etc., in tailor-made or ready-to-wear hats, have had a great sale. All kinds of breasts, wings and quills have been worn, and feather pom-poms seem to be gaining rather than losing in favor. Silk velvet in plain shades has proved, so far, rather disappointing, but may gain added favor before the season ends. Panne and miroir velvets are very strong, but fine cloth has leaped into first place.

As the cold weather draws nearer more and more fur is used, either in bands for brims or the crowns, and in some cases the whole hat is composed of fur with lace and ribbon for trimmings. Two mounts, consisting of tails and claws, for busbys which stand up in military style are the latest vogue.

There is quite a furore on fruit and flowers in shaded effects for trimming hats, and no hat is complete without a bunch of grapes or berries, or velvet roses and leaves. White beavers and light-colored felts gain in strength every day, and if it were not for the touch of fur they would have a very Summer-like effect, as quantities of lace and net are used. The hat illustrated shows the style. This hat is of pale pink felt in flop shape and is trimmed with medallions of black Chantilly lace and wreath of shaded grapes, and with large bow and knotted ends of pink ribbon matching the hat.

Flowers are more and more seen in the millinery world. At first it was merely foliage and fruit effects that were to be seen, but now rose buds and other small blossoms are beginning to be seen. These are usually in bright colors and show up strongly against the light-colored hats so much worn. Very beautiful effects are produced in velvet leaves in Autumn tints.

A GOOD SEASON.

The D. McCall Company have had a record-breaking season, and although the season is so far advanced the sorting trade is keeping up much better than was anticipated.

Ready-to-wear hats have had an immense run, but the trade in them is about over, and made hats in velvets and millinery silks will be to the fore. Moire, panne and couche velvet (a new weave), the pile of which will brush either way, are the lines most called for. Customers have hardly broken into their stocks of velvets yet, but repeat orders are beginning to come in freely.

This firm is now very busy making preparations for the Christmas trade, and is passing into stock large quantities of ribbon and laces to meet holiday wants.

CAVERHILL & KISSOCK.

Caverhill & Kissock report an excellent Fall season this year.

Since the opening business has gone on at a lively pace. At present they are experiencing a heavy demand for their mohair felt hats, both in the ready-to-wear and untrimmed varieties. Blacks, Oxfords and navys lead in colors.

The reeded mohair hats which are so popular for present and Winter wear are shown here in large assortment. There has been an exceptionally large run on the bell-crown shapes in this hat in both plains and mixed colors. It will likely be much worn during the Winter by both young and middle-aged ladies.

Velvets have lately started to sell more quickly than usual, and the opinion is expressed that later on, during the cold weather, there will be a large number of velvet hats worn.

AN UNPRECEDENTED BUSINESS.

The business done by The J. D. Ivey Company, Limited, this season has been unprecedented and payments are satisfactory. Never before has the trade kept up and been so brisk so late in the season.

Furs are being freely used, ermine and mink having most vogue, on small toques particularly. Hats, if possible, are flatter in effect than at the opening of the season, and brims are wider. White plush with black dots in imitation of meniver is used often in combination of tulle. The bodies of animals, such as mink and ermine, threaded through cylinders of jet. These cylinders, by the way, are an entirely new feature and are expected to take a special place among Spring novelties. Camels hair plushes, a plush with long white hairs, is much used on the made-up hats. Queen's lace for draping a new square mesh lace with pattern in linen appliqued on the net is in evidence. The black variety of silk takes the place of linen.

Fruits, particularly grapes, cherries and miniature peaches are liberally used on the late Fall hats; also unmounted roses and foliage. Large black hats, somewhat in the mushroom shape, in black velvet, the brim faced with rouloux of net drawn through the above-mentioned

Wholesale Millinery

A MATTER IMPORTANT

It is a matter of much importance to the trade to remember that the assortment in every department is maintained throughout the season, enabling us at all times to meet the requirements of the trade without delay.

At Present there is much activity in Velvets, Velveteens; Ribbons, in Taffetas, Moires, and Liberty Satins; Laces.

The D. McCALL CO., Limited

jet cylinders and draped with Queen's lace and Amazon plumes are a type of a style much worn.

Breasts, wings, birds, and ribbons, particularly in the soft makes, are indispensible. Tulle, though not usually a Winter material, is used in greater profusion than ever, both alone and in combinations with other fabrics.

Ospreys and birds of paradise trim many of the most beautiful creations.

DAMAGED BY FIRE.

A fire which occurred in the millinery establishment of J. B. Letendre & Co., Halifax, N.S., did considerable damage, a large number of fine hats being ruined by water.

MILLINERY FAILURE.

The wholesale millinery firm of J. W. Pennock & Co., 44 Yonge street, Toronto, are in financial difficulties, and are offering to compromise with their creditors. The liabilities are about $16,000.

The senior member of the firm is in England arranging with their Old Country creditors. Canadian firms are not heavily interested.

A GOOD SORTING TRADE.

The way Mr. Mariott, of Goulding & Sons, "sized up" the season's trade was brief but significant, the one word, "splendid," tells its own tale. The season is on the wane, but there is still a steady volume of sorting trade. The rough effects in ready-to wear hats have been the strongest feature in the Fall trade. In the showroom were displayed some beautiful creations in late novelties. White was the prevailing tone, and pale yellow and castor, and for trimming, pale blue. But all the hats have a touch of fur either on brim or crown; for the fur mounts, busbys, etc., mink, stone marten and grey squirrel have the vogue. All these hats are simpler in style of trimming, and all have grapes or flowers and foliage as part of the trimming.

ROUGH EFFECTS.

S. F. McKinnon & Co., Limited, Toronto, in an interview said: "From our viewpoint the millinery trade for October has been exceptionally good. Many buyers have visited the city during the month; also our sorting trade, through reports from our representatives from all parts of the Dominion has been very satisfactory; in fact, we think that the month just drawing to its close, speaking generally, has given big millinery results.

As predicted the chief features in the hat world were rough effects of the camel hair, and plush or beaver character. Another marked feature was the large numbers of ready-to-wear hats sold. We believe that as the season advances the demand for ready-to-wear hats will weaken, and that more made-up hats will be in order.

"The line along which we have provided for the November trade is not much changed from that of October, being convinced that velvets, plushes, panne velvets, ribbons, taffetas, louisine and tamoline silks will all be leading features, and of which we have made liberal provision.

"In speaking of our jacket trade, it has exceeded our most sanguine expectations. The demand for Canadian-made jackets is increasing rapidly. At this date we are deluged with repeat orders and although our factory is running early and late we cannot keep up to the demand for our perfect-fitting garments. The pronounced lengths are from 36 to 42 inches. Popular materials, frieze cloth, cheviots, diagonals, kerseys, and beavers.

"We are taking on every good operator we can find and thus hope to overtake the demand. By the time "The Dry Goods Review" reaches its readers we will be in a position to execute orders without much, if any delay."

PERSONAL.

Miss McGuire, formerly milliner with F. W. Black, dry goods merchant, Tweed, Ont., was married on October 15, to Mr. Ernest C. Brown, of Brighton.

WANTED—Two young men having experience in drapery and curtain business, must have good references as to character and qualifications. Hudson & Symington Detroit, Mich (11)

GOOD OPENING for dry goods or drug store. Apply to Wm. Dickie, Oshawa. (11)

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ST. JOHN, N. B.

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" Oct. 7	LAKE ERIE.	" " 23
" " 14	LAKE MEGANTIC.	" " 30
" " 21	LAKE SIMCOE.	" Nov. 6
" " 28	LAKE CHAMPLAIN.	" " 13
" Nov. 4	LAKE ONTARIO	" " 20

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Assorting Lines,

Semi - Annual Stocktaking Clearing.

We are prepared for big business during this month. The demand for useful and wearable goods as Christmas Presents is yearly getting greater. We here mention a few of the many now in stock. Linen D'oylies, Tray Cloths, Sideboard Scarves, Five O'clock Tea Cloths, Table Napkins, Wilton and Axminster Mats and Rugs, Lace Curtains, Curtain Muslins, Table Covers, White Quilts, Handkerchiefs, Men's Neckwear, Gloves, Braces, Umbrellas, Dressing Jackets and Gowns, Perfumes, Ladies' Fancy Collars in Ivory, Black, Black and White, and White and Black, Ladies' Umbrellas with Sterling Silver Mounts, Plain and Fancy Neckribbons in great variety. Material for a good Overcoat, Suit, Trousers, Fancy Vest, Costume or Cape.

All departments are now well equipped for the assorting trade. The best attention given to letter orders. We fully realize the importance of prompt despatch to all orders for immediate wants.

We are now getting ready for our semi-annual stocktaking, December 1st, and, as usual, there are odds and ends to be cleared in every department. We mention a few of them :

100 pieces All-Wool Tweeds, 10 pieces 54-inch Serges and Friezes, 20 pieces 54-inch Tweed Suitings, a quantity of broken numbers in Dress Goods, all of this season's importation, a variety of grades and patterns in Wrapperettes, 150 pieces Tapestry Carpets, 30 pieces 8/4 Linoleums, 8/4 Tapestry Covers, Men's Underwear, Shirts, Half-Hose and Handkerchiefs.

John Macdonald & Co.

Wellington and Front Sts. E. TORONTO.

The DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, DECEMBER, 1902. No. 12

The name "Priestley" on Dress Goods corresponds to the Sterling Mark on Silver.

Unexcelled for Quality, Finish, and Wear.

MERCHANTS CANNOT AFFORD TO BE WITHOUT

Priestley's Dress Goods

S. GREENSHIELDS, SON & CO.

SOLE AGENTS FOR CANADA. MONTREAL.

WYLD-DARLING

WHOLESALE DRY GOODS. **COMPANY, LIMITED.** MANUFACTURERS, TORONTO.

ON HAND	FANCY	WIDE NECK	KID	SILK
Xmas	**Linens**	**Ribbons**	**Gloves**	**Mufflers**
REQUIREMENTS	NEW GOODS	STYLISH	LADIES'	MEN'S

HANDKERCHIEFS

Exclusive Novelties—Irish Lace, Swiss Embroidered, Tamboured.
Extensive Range Plain and Hemstitched.
Cream and Colored Brocaded Silks.
Initials—Children's Lawn—¼-doz., Fancy Boxes.
Ladies' and Men's Linen—½-doz., Fancy Boxes.
" " Silkaline and Silk.
"Excelda"—Plain, Hemstitched, and Fancy Borders.
All staple lines complete.

FANCY LINENS

LATEST PRODUCTIONS OF IRISH, GERMAN AND SWISS MARKETS.

Pillow Shams, Irish and Swiss Sideboard Scarfs, 36/72 inches.
Plain and Fancy Dresser Covers—Centre Pieces.
Battenburg Covers, etc., Tray Cloths.
H. S. and Plain Damask Sets, D'Oylies, etc.
Special—8/10 H. S. Damask Covers, retail $1.50.

X M A S .

GLOVES AND RIBBONS

LADIES' KID GLOVES—"Zettie," retail $1.00; "Gracioso," retail $1.25. Tans, Browns, Slates, Mode, White, Black.

MEN'S GLOVES—Lined Kid and Mocha, dark shades, for popular selling prices.

RIBBONS—Complete assortment of colors in wide ribbons for neckwear, Taffeta, Liberty and Moire, retail 12½ to 25c. yard.

NOVELTIES FOR HOLIDAY TRADE

COLLARETTES—Muslin Embroidered, Cotton Tops, assorted patterns to the dozen, sell 10 to 35c. each.

COLLARS—Applique and Lace, White, Cream and Paris Shade, sell 25c. to $1.50 each.

LACES—New Designs Valenciennes—just received.

SMALLWARES, PERFUMES AND TOILET SOAPS, IN FANCY BOXES.

Men's Mufflers, Umbrellas, Veilings, Fancy Blousings, Muslins, etc.

EXCELLENT RANGES OF PRINTS—SEE THEM. WRITE FOR SAMPLES. VISIT OUR DEPARTMENTS.

Letter-Orders-Promptly-Shipped. **WYLD-DARLING** COMPANY, Limited.

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THE

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ASSOCIATION issues policies on all approved plans of Insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.
PROFITABLE INVESTMENT FOR YOURSELF.

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HEAD OFFICE, - TORONTO.



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Shirts Pants Overalls Jackets

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THE UNION MEN WANT THEM.

Kids' Klothing for Summer. Men's Hot Weather and Outing Garments, Fancy Vests, White Duck Pants, Etc.

ROBERT C. WILKINS, Montreal

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Latest Styles and Designs

for the coming season will be found in our travellers' extensive and complete ranges of

SAMPLES FOR SPRING 1903

Many lines are already selling rapidly.

Place your orders early.

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MANCHESTER, ENG.

Cotton Spinners

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Bleachers

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Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000. Employees, 12,000

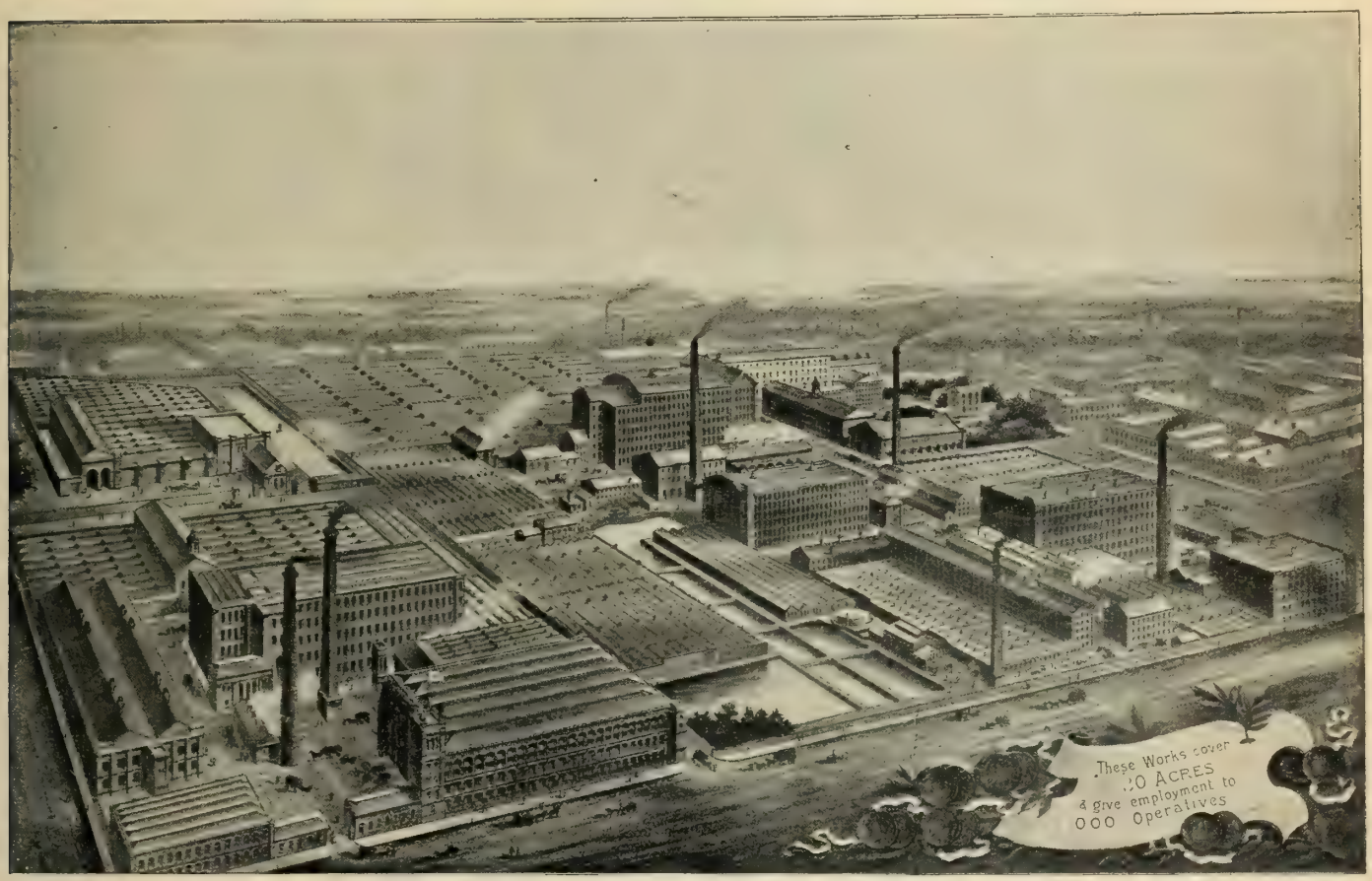
LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

Horrockses, Crewdson & Co.

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Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1861	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS 1900.



"EXCELDA"—A NEW FABRIC FOR HANDKERCHIEFS.

Points about the "Excelda" Handk'fs.

AFTER WASHING LOOKS LIKE NEW

MORE SERVICEABLE THAN SILK

ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

MADE IN A VARIETY OF STYLES, PLAIN AND PRINTED.

EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA

CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.



"Moving"

is the order of the day, and as we will move into our big, new warehouse about the early part of the new year, we must close out the bulk of our present stock before then.

Our travellers have reduced prices and job discount lists of nearly every department, and we can make good money for you if you will let us.

See what we are offering.

The Lace Warehouse of Canada

Kyle, Cheesbrough & Co.

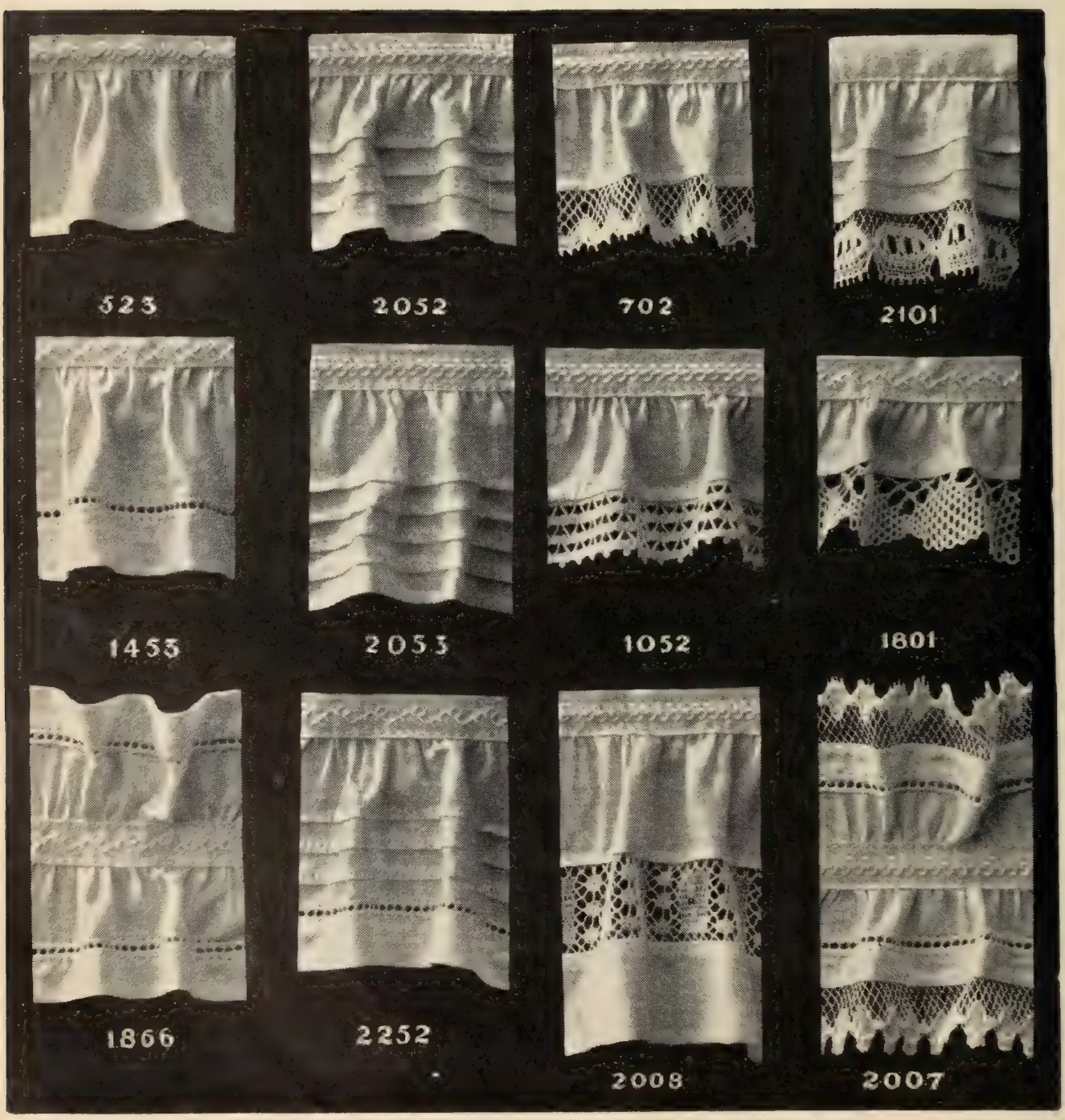
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THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

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Made in three parts
The inner & outer STERLING SILVER
And the intermediate STEEL
HORNER'S PATENT
THE MOST
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OF THE DAY
May be had from
H. PEARCE, 1667 Notre Dame St., MONTREAL.

DO YOU STOCK THEM?

Sole Manufacturer, CHAS. HORNER, 29 Vyse St., BIRMINGHAM, ENG.

The W. R. Brock Company. (Limited)

MONTREAL.

THE GREAT ASSORTING HOUSE OF MONTREAL.

We solicit this month your
REPEAT ORDERS for:

Wool Blankets and Flannels
Men's Shirts and Drawers
Ladies' Underwear and Hosiery

BECAUSE WE CAN FILL THEM AT ONCE.

THE CANADIAN
DRY GOODS REVIEW

VOL. XII. MONTREAL AND TORONTO, DECEMBER, 1902. No. 12.

WIDE-AWAKE RETAILING

PERSONAL ADVERTISING.

IT is one thing to buy a stock of up-to-date goods. It is quite another thing to sell them. Most merchants can be credited with a fair amount of skill where buying is concerned. They secure the best goods possible at the most advantageous terms, and they keep in stock the latest novelties. So far, so good. Now, ask them what steps they take to dispose of their goods. They will, in all probability, refer to their window-dressing and their newspaper advertising, and want to know if that is not enough. In some respects, it is enough; but there is also a species of personal advertising that can be recommended.

Most merchants, unfortunately, have an eye only for the present, and, when they have a customer in their store, they usually content themselves with endeavoring to sell what is on hand. They rarely think of referring to the goods they are going to get in in two or three weeks. This is where they err. They should have an eye to the future, and should try to interest customers in the articles they will shortly have in stock. Then, when these goods do arrive, the personal advertising can be begun. If the merchant possesses a telephone, all he has to do is to call up his likely customers and very deferentially inform them of the arrival of his new stock. Where telephones are not available, the mails can be used with advantage. In either instance no harm can be done. By and by the merchant discovers just which of his customers he can interest in this way, and he is able to confer with them to advantage.

* * *

NEED OF A TRADE PAPER.

In any enterprise, the man who thoroughly understands the conditions which have a governing influence in that enterprise stands the best chance to win out, other things being equal. The politician who understands conditions knows just what move to make. The speculator who is posted will make the correct play, while the little lamb who depends on hearsay or sentiment walks up to the shearing station. The farmer who understands his soil and climate will prosper, while the man who puts his seed in the ground because his father did will depend solely on Providence and have the sheriff at his heels.

Some of the more successful merchants, those who own large stores and keep posted on market conditions, think that the day of the small retailer is nearly over. That this will be proved true or false remains for the small merchant to determine. If he is intelligent enough to desire more knowledge, he takes some trade paper that is recognized as authority. He knows every turn of the market; he learns of the modern tendencies; he keeps posted on the latest styles; he understands the general financial conditions of the country. In addition to this, he has an intimate acquaintance with his customers. If he reads an up-to-date trade paper, his chances of failure are small compared with the merchant who depends on uncertain sources for his information. The trade paper does not advocate any particular wholesale merchant; it presents the claims of all of them. It has no merchandise to sell, therefore its staff is instructed to obtain and present actual market conditions. It keeps on its staff practical men who are ready at a moment's notice to give aid to any subscriber in need of expert advice or inside information. It presents in every issue successful schemes and projects which have helped merchants to increase their prestige or their sales. Each issue contains an up-to-date tabulated list of current market prices. From no other source can a merchant obtain such information for a mere pittance. In no other way, even at great expense, is a retailer enabled to collect all this information, advice and suggestion.—The Dry Goods Reporter.

* * *

POOR FINANCING.

I read an article not long ago, writes J. H. Bolton, the purport of which was that the reason a great number of merchants fail to make any money was not so much the lack of a volume of business as it was small profits.

There is a great deal of truth in this. So many merchants do not seem to realize what goods cost; they figure if they buy a yard of cloth for five cents and sell it at six cents they are making one cent. That they are not making anything, more likely losing, would be nearer the truth. There are so many articles that must be sold close that it is very necessary to put a profit on anything that will stand it. There is no sense in making leaders of everything.

So many merchants mark their goods according to the price they pay and not what they are really worth or will bring. I have frequently run across articles marked 20 per cent. above their real value, simply because the buyer gave too much for them at the time of purchase, or the market has dropped materially since that time; but the selling price is not changed.

On the other hand, I find next to the high-priced article one which is marked at an equally ridiculous low figure, simply because it cost a certain price and a certain amount of profit was figured on that cost.

A man can't always hit everything right, but he'll pound his thumb a good deal if he doesn't try to find out, all the time, just how and where he is travelling. Men have made money when they went blindly into buying and selling goods, but we don't hear much about the fellows who flunk doing the same thing.

Making money by selling goods has to be done after just as intelligent methods as running a locomotive or an automobile successfully—chance may do it, but actual knowledge is the only sure way.



DRESS GOODS

FEATURES OF THE TRADE



TRADE in the wholesale houses is quite active, and sorting orders are coming in briskly. All seasonable lines are in demand by retailers, who appear to be experiencing a larger trade than in previous years. There has been already a good many orders booked for the Spring by the big local firms. Travellers have had samples out for the past two weeks, and have succeeded in taking some very nice orders, especially from those who like to have their orders in early in the season. The strength of the market for Spring goods has imparted confidence to the retailers, who seem to have no fear that they might lose by any change in values in booking their orders so early. Still, it is recognized in the trade that it is not good policy to push the Spring goods while the attention of retailers can be kept on goods for the present season, and, with that end in view, every effort is being made to keep stocks well assorted with seasonable goods to meet the demand that is sure to come with more propitious weather.

* * *

The demand for zibelines during the past month has far exceeded the expectations of manufacturers and selling agents; Scotch effects and snowflakes are also much wanted.

* * *

Broadcloths are in great favor, and are used extensively for street and afternoon wear just now.

* * *

The smartest coats for the fashionable trade are of cream or white broadcloth, and at some of the swellest weddings white broadcloth has been used for the bridal gown. There is a make called panne broadcloth, particularly adapted for evening wear, which is very fine and soft.

* * *

Novelty materials have the call. Although the different weaves are very numerous, they all come under two heads—the mannish cloths, comprising the tweeds and homespuns, and the hairy effects, consisting of all the camel's hair, boucles and rough yarns, running to an endless variety of fancy weaves, designs and colorings. Dots and small designs produced on the surface with hairy splashes or knots, all make for the novel and unique. But, while rough effects have the popular favor, the tendency is against the heavy and cumbersome, and many of those goods, while heavy in appearance, are in reality of light weight.

* * *

Quantities of wrapperettes and cashmerettes in spots and stripes (particularly stripes) are selling freely for waists. Persian ribbon and small floral stripes are especially good. White grounds with plain and floral stripes in Dresden colorings find great favor.

* * *

There seems every year to be an attempt to popularize plaids for dresses, and, although much has been written in their favor, they are seldom seen on the streets. The fact of the matter is, that they are not generally becoming and are too easily known. Again, a few women like to be identified by a particular dress. In high-class goods and in art colorings they sell to a certain trade to a limited extent, but, for the aforementioned reasons, it is only once in a decade that they have a run in the popular trade, and they should always be bought with caution.

For house and visiting gowns, soft, rich cashmeres, woollen cretonnes, etc., in marvellous shades, and quite the most fashionable of these goods are in dead white and cream. Crepe de chine still continues to hold its own.

* * *

Figured poplins are coming into vogue, and a new variety, known as moire poplin, is one of the handsomest, having the appearance of rich moire antique, only, instead of coming in one tone, they are in many colors and designs. Elephant grey is one of the new colors, and a moire poplin of this shade, powdered with silvery white dots, is very beautiful. This material gives extremely good wear, and will be extensively used for both costumes and skirts.

* * *

Speaking about Spring dress goods, there is hardly a shadow of a doubt that cream goods, particularly cream mohair, will be a strong factor in the Spring trade, and both white and cream in spots and small effects are being ordered largely for the Spring trade. The best selling colors, as shown by the import orders, are white, creams, black, blue and grey, in the order named, but reorders will, of course, give black the first place, from a yardage point, at the close of the season.

* * *

If snowflakes remain popular through the Spring, as they are likely to do, they will be played out before another Fall season, but, at present, they are most popular, not only in black and white, but through the whole gamut of colors, from the heaviest goods to crepe de chine. The advance order business in Spring dress goods has, so far, been very satisfactory.

* * *

Fancies have been taken in fairly large proportions, but extremes in style have been avoided, preference being given to neat effects. Loosely woven Scotch goods and snowflake and knickerbocker weaves, not only in black and white, but in green and white, brown and white, etc., have sold well. Zibelines have also been bought by some large buyers, that are usually credited with being successful in picking out fabrics which are to be in strongest favor.

* * *

Just a word as to colors. Although the prediction is out for a white season, white and cream will by no means constitute the sole and only stock by a long way. Tans, castors, resedas and serpent's green, blues, both medium and cadet, will occupy large spaces on the color card. Linen color will also be prominent.

* * *

Yorkshire woollen manufacturers are getting "aroused" again over the wholesale use of shoddy and other adulterants in certain spurious "all-wool" cloths turned out of mills in England, America and on the Continent. The result of a recent meeting held at Carlisle amounted to nothing more than a declaration that "all wool" should mean all wool throughout and that "woollen" means nothing in particular. The mountain and the mouse story suggests itself. The public is willing to deceive itself with cheap cloths, and manufacturers will assist in the game until angel garbs come with the day after the Resurrection and looms shall be no more.

TWEEDS POPULAR.

A correspondent from Bradford, Eng., says: "Makers of all kinds of both plain and fancy tweeds have done exceedingly well this season. Some of the most fortunate are finding their production for the time being quite inadequate to the demand. There appears to be every indication also that goods of this class will be wanted quite through the coming Spring season, especially in 'flake' effects."

MILLION DOLLAR SILK.

Raw silk to the value of $1,316,000 crossed the Pacific to Vancouver from Yokohama on the Canadian Pacific steamship Empress of China. With the arrival of the silk on the Empress of China, the aggregate receipts of raw silk from the Orient at the port of Vancouver within 40 days reached the grand total of $5,941,000. Of the liners engaged in the transportation of silk from the Orient to that port the steamship Tartar holds the record for values, she having entered on October 4 last with a cargo of that nature valued at $1,500,000.

The Empress of China brought across the Pacific no less than 470 tons of raw silk and silk goods in the manufactured state. A special train bearing the silk cargo of the steamship Athenian, valued at $1,250,000, left last month for New York State.

VELVETS.

A large business has been done this season in velvets, and it is expected that they will prove popular right on through the Winter months and into Spring.

Velveteens are being largely adopted for fashionable street and general wear. The price puts them within the reach of the ordinary purse, and their draping qalities are superior to those of most pile fabrics.

Metal prints are having a great run in some trades for waists and shirt-waist suits. In some of these goods the dots or designs are close together, while in others they are far apart and inconspicuous. Browns, blues, greens and the ever-popular black and white effects are most seen. Speckled, spotted and stamped velvets, in grey, brown and pale blue and green are in high favor this season, some of the stamped patterns like fishes' scales being of great beauty. Fancy printed velvets in Persian designs on light grounds are among the novelties for waists. In short, retailers will make no mistake in bringing into special prominence anything they may have in stock in the velvet or velveteen line.

ZIBELINES.

There is no doubt of the popularity of zibelines ; and, not content with the favor they have gained for street wear and tailor-made costumes for smarter occasions, they have invaded the realm of evening dress, and many beautiful and stylish creations are being evolved by our best dressmakers from long-haired silky zibelines in white and pale shades.

When the beauty of these goods is considered, particularly in the pastel shades, especially in blue and pink, cafe-au-lait and a lovely pale, frosty grey, this invasion is not to be wondered at, and, at the same time, it must be borne in mind that many of these cloths are not nearly so heavy as they look, some of them being quite light in weight.

One of the favorite modes of trimming for these lovely goods is with incrustations of Irish lace and medallions of painted panne.

For street wear, there is nothing so rich or fashionable as a dark-colored zibeline, of which brown is, perhaps, the favorite, but dark red and prune run this color close for popular favor, and green is also much worn, while dark and medium blue are always standard colors.

Black zibeline is in great vogue for street and visiting gowns, and a heavier make is in great favor for coats and wraps.

Zibelines with small black disks, interspersed with a long, silky-haired snowflake effect in white, red, or dull yellow to suit the ground of the cloth, are something new. Thus an oxford ground would have red, a brown yellow, and a green white, in addition to the small black disks before noted.

A novelty goods, somewhat on the zibeline order, is called porcupine cloth, and is a closely-woven basket cloth, thickly sprinkled with white hairs of irregular length, and comes in all the wanted colors.

Another novelty of the same family has a closely-woven hairy ground, with small velvet or plush spots at intervals.

DESIGNED BY REDFERN.

One of the best places to study the trend of fashion is a theatre when a new play is being produced, as the actresses' dresses are always designed by the greatest of sartorial artists. In Alfred Capus's new play, produced recently at the Renaissance Theatre, Paris, Madam Jane Hading wears some lovely gowns, which are typical of the extreme mode.

These beautiful creations were designed and executed by Redfern.

In the first act she is seen in a travelling dress of suede cloth, buttoned from top to bottom with small buttons on one side. The umbrella-shaped skirt is trimmed with softly toned braid and pipings of lichen green velvet. With this she also wears a small pleated bolero trimmed with similar braid.

In the second act, Madam Jane wears a reception dress of ochre-colored thread lace, made entirely by hand. This rests on a tan-colored background, the under flounce of which is embroidered in myrtle tones.

The skirt has three flounces in old style in beautiful application lace, and the corsage is encrusted with the same lace. The pretty sleeves are of muslin and lace, and with this gown is worn an old style collar in application lace with chinchilla border.

In the final act is worn a dress of pleated crystalline voile in dead white, richly trimmed with black Cluny lace.

THE FASHIONABLE VELVET GOWNS.

The lace and jet-trimmed velvet gowns are already being worn at dinners, receptions and concerts. These gowns are elaborate and beautiful conceptions of the dressmakers' art, and the application of the delicate sheer trimmings to the rich fabric at once stamps them as the new ideas of the season.

In the jet-trimmed velvet gowns the velvet is cut away beneath the jet so as to throw the jet into strong relief against the lining of white or delicate-colored silk. Large inlet medallions of the jet, mostly in irregular oblong shapes, form the trimmings for the skirt, while the same ornaments, only in smaller sizes, are used on the waists.

The same idea, though somewhat modified, is carried out in the lace-trimmed velvet gowns. For these the laces mostly used are black and of the thinner varieties, but they are generally put on in the galoons, either running around the skirt or else let into the skirt in the graduated vertical lines from waist to hem that are so becoming and so fashionable. The velvet is also cut away beneath the lace so as to show the lining beneath and thus display the fine quality and pattern of the lace to the utmost advantage.

Besides the jet and lace trimmings these gowns are often further ornamented with narrow bands of fur, ermine, mink or sable being brought to combine best with the other materials of the gown.

SILKS.

THE conditions in the silk market are steadily improving both for immediate and Spring delivery. The market for raw material still continues to show great strength.

In Europe the demand for raws, for American consumption, shows an increase over last season, due largely to higher prices in Yokohama and the Chinese markets.

Taffetas are continuing to hold the first place in the market. White taffetas are taking a prominent place for evening wear in Paris; and we all know the high position they hold in the Canadian trade.

Advance orders for Spring show that taffetas will still retain their prominence. Some inquiry is being made for changeables for linings.

Brilliant colorings in silks for linings will be a prominent feature for next season, owing to the probability of sheer dress goods being in strong demand, and a drop skirt of some kind of lining silk is a necessity with this style.

Peau de soie is next in favor to taffeta. Small effects and neat patterns in spots and pastilles, some with the shadow effects, are likely to be much seen. White patterns on a colored ground are the chief favorites.

Many of the best trades are selecting solid blacks and whites as *the* silks for next season, in small neat patterns, but it is felt that the immense run of whites and creams in woollen goods, mohairs, etc., and in mercerized cottons, may to some extent mar the popularity of white silks.

For present wear soft, lustrous silks, in white and pale colors, are in universal demand for dressy waists, and crepe de chine is much worn also, chiefly in white and light colorings. Merchants are very cautious about placing orders for printed foulards, as many of them have stock left over from last season, which they preferred to carry rather than accept the prices current last June and July. It is thought, however, that there will be some demand for printed silks, and some pretty designs are shown, but their vogue is not expected to be large.

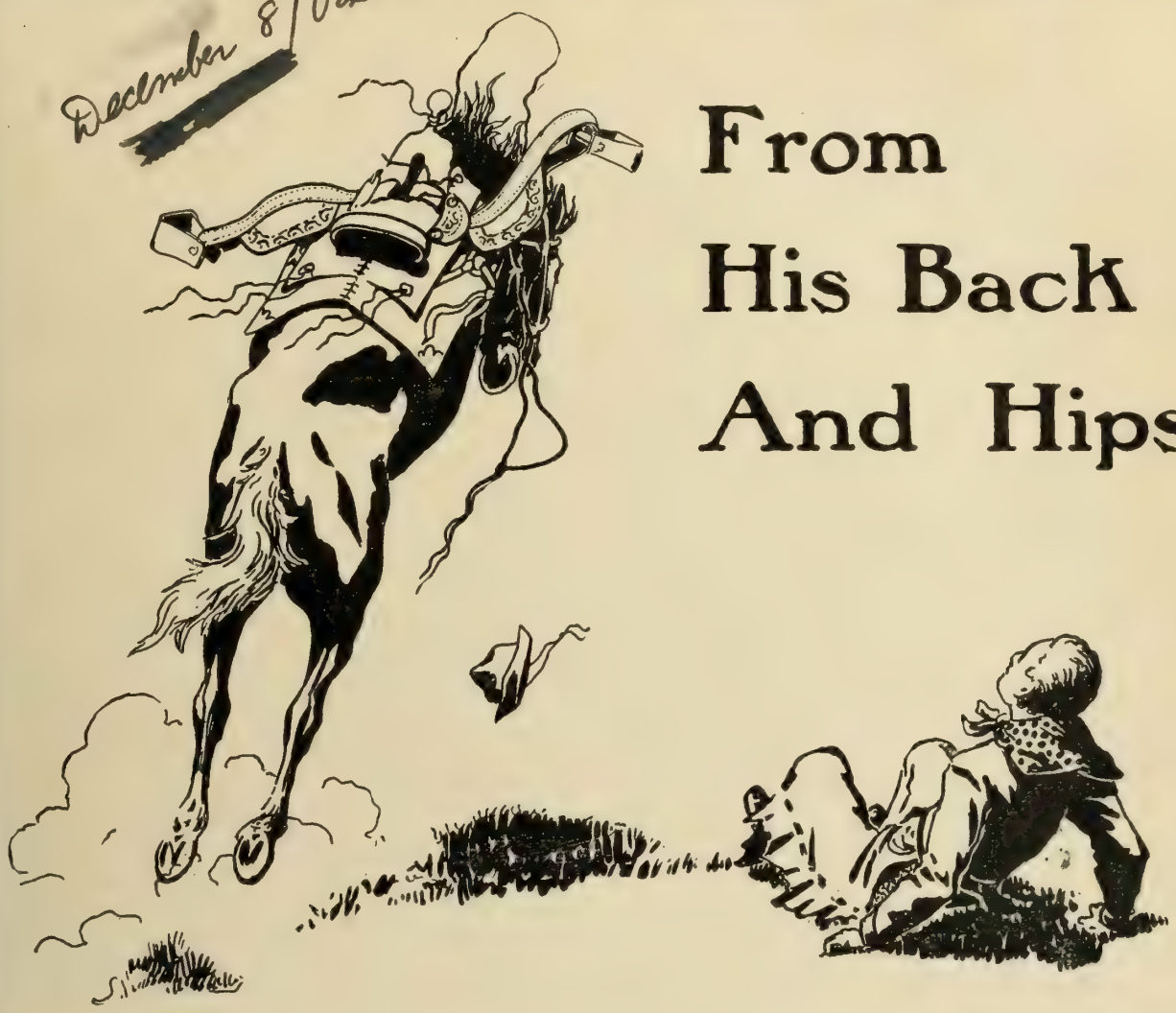
AN EVENING DRESS WINDOW.

Evening materials are in great demand this season, and most merchants are paying a good deal of attention to them and up-to-date effective window trims are often seen. One of the best is illustrated on this page. Voiles, crepe de chine, both plain and snowflake, in white, cream and delicate pastel shades, were the goods shown in this window. The central pillar was draped with a warp-printed taffeta in faint shades of green and pink on a white ground. Spangled and jetted passementeries, and galoons of silk embroidered chiffons were draped with the goods, and fans were used as a relief for the whole. The background is this case was formed of heavy plush curtains, hanging in straight folds, of a pale silvery blue, but goods of any color that would harmonize could be substituted. If the dress forms that are used to drape the two central figures are not available a very good substitute can be made by taking three yards of carpet paper and rolling it into a drum about 9 in. in diameter. Cut a triangle 22 in. x 28 and sew into the top of the drum. Cover the drum tightly with a single width of dress goods, and the extra length is plaited and the pleats allowed to fall in folds to represent the draping at the back of the skirt. While this form is not so graceful as the regular skirt form sold, it forms a very good substitute and may be used for draping a variety of goods.



AN EVENING DRESS WINDOW.

December 8/02



From His Back And Hips

"Pinto Shell" Cordovan for H.B.K. mitts and gloves is made from the "shell" or back and hips of the Western Bronco, the toughest hide, weight for weight, worn by any animal.

Tanned by a pure vegetable process without oil or minerals to conduct cold.

The toughest, most pliable leather used in mitts or gloves.

Scorch and boil proof—will not stiffen in cold weather nor crack when dried out quickly.

Each pair stamped "**Pinto Shell**" **Cordovan** by

The Hudson Bay Knitting Co.

30 St. George Street, MONTREAL.

Makers of Warm Clothing, Mitts, Gloves, Underwear, Sox, Moccasins, etc. (102)

MEN WHO HAVE MADE THEIR MARK

SIR ALFRED JONES.

MEN like Morgan, whose deeds by their magnitude and suddenness astonish the world, bulk largely in the public eye to-day, to the detriment of those other workers who through a long period of time have laboriously built up powerful institutions. The latter are very apt to disappear behind the works they have created. The public see the completed and perfected products and think little of their creators

It is very much like this in the case of Sir Alfred Jones. Few people outside of Liverpool, his home, know who and what Sir Alfred Jones really is and what he has done. They are in some measure familiar with his name but they are only slightly acquainted with his true position in the commercial world. They daily hear of the great institutions which have owed their creation to his skill and enterprise, but they fail to associate him with these works in his true position.

Sir Alfred Jones is a native of Carmarthenshire in Wales, where he was born in 1845. He was only a few years old when he was taken to Liverpool, where he received all the schooling he ever had and very little at that. At the early age of twelve he was sent out into the world, apprenticed to the shipping firm of Laird, Fletcher & Co., who managed the African Steamship Company which carried on a trade with West Africa. As a youth Jones made several voyages and got an actual insight into the seaman's conditions of life, which has since served him and the seaman in good stead. At the end of his five years' apprenticeship he was offered a clerkship in the head office of the firm. His remarkable business aptitude was quickly recognized, and by the time he was twenty-six years old he was manager of the concern. In this position, however, he did not long remain; he had ideas of his own. Though he had been unable to save much, his credit was good and he succeeded in borrowing sufficient capital to secure two or three small sailing vessels. During the first year of this venture he made more money than during the whole time of his service with Laird, Fletcher & Co., and his career had begun.

The astonishing success of the young shipowner attracted the attention of Elder, Dempster & Co., who had taken over the African Steamship Company. On condition of receiving a certain proportion of the company's shares Mr. Jones agreed to join the firm. He gradually bought up the shares till he eventually controlled the concern and under his management the business has developed to its present gigantic dimensions.

But this is not the extent of Sir Alfred Jones' controlling influence. He is also at the head of the British and African Steamship Company, the African Steamship Company, the Imperial Direct West India Mail Service Company, the Beaver Line, the Ocean Transport Company, interinsular steamship companies in the West Indes and the Canaries, the Compagnie Belge Maritime du Congo, and other minor lines. In all, Sir Alfred Jones controls 140 vessels, representing a gross tonnage of 400,000 tons. He has lines running from Liverpool, Bristol, London and Hamburg to Montreal and St. John, to Portland, Boston, New Orleans and Galveston, to Jamaica and South America and to the West Coast of Africa.

But Sir Alfred Jones is not only an extensive shipowner. He is likewise a banker on a large scale. Eight years ago he was instrumental in founding the Bank of British West Africa, which has done a noble civilizing work in that part of the world. Before its foundation those natives who tried to save money were constantly the objects of plunder and attack. Now they are able to save their money in security and some of them are said to possess large bank accounts. Last year half the money on deposit belonged to the natives.

Sir Alfred has founded African oil mills in Liverpool, which treat the palm kernels and ground nuts immediately on their arrival from the West Coast. He is the owner of several collieries and keeps up coaling stations at Las Palmas and on the West Coast of Africa, at which over a hundred shipping lines get their supplies. He owns and operates imposing hotels in the Canaries, Jamaica, and on the West Coast. He is known as a "banana king," importing by contract with the Government over 20,000 bunches of bananas a fortnight from the West Indies. He has been the saviour of the Canary Islands, which he took in hand when on the brink of bankruptcy and placed on a stable footing. Land in these islands is now valued at £1,000 an acre, and the islands make a million a year out of fruit alone. To-day he is turning his attention to the West Indies and he hopes to do for the British Islands there the noble work of reconstruction he has so ably carried out in the Canaries. Canada has not as yet received all the attention which Sir Alfred intends to bestow on it. He is a force to be reckoned with when the time comes for strengthening the commercial links of the Empire.

Sir Alfred's favorite field of enterprise has been West Africa. He has a practical monopoly of the shipping trade to the Coast settlements and he has spent money on many admirable schemes for improving the country. For instance, he founded the Liverpool School of Tropical Diseases which has sent out about a dozen medical expeditions to improve conditions of living there, and he annually brings a number of natives to be educated at the Congo Training Institute at Colwyn Bay in North Wales.

Sir Alfred is physically a very powerful man. He is of medium height and thick-set. His eyes are alert and wakeful and his voice has the eager note of a man who is ceaselessly active. His time is spent between Liverpool, Bristol, London and the Continent. Wherever he goes he is accompanied by his secretaries, and his railway journeys are utilized for clearing off correspondence.

In Sir Alfred's opinion British trade is not so badly off as many people would imagine. In a recent interview he is quoted as having said: "Undoubtedly Britain has fallen back in the race and she must make a big spurt for the final struggle. We are too fond of sport, of betting, and of pleasure of all kinds. We have humbugged ourselves with the notion that we are unassailable. But for all that we won't be beaten if we have ordinary fair play. We have immense reserves, and we shall have such an awakening as when the volunteers and yeomanry came to the assistance of the regular army. We must take seriously to business, educate ourselves to it. We can do a great deal by education, but not everything; the business genius is born, not made. It would be a splendid thing if we had Royalty showing an interest in our trade. Then, I think we should have a Minister of Commerce with a place in the Cabinet."

When asked where Britain was to get her business men of the future, Sir Alfred replied: "Why, from the gutters! The business aptitude has not shown itself to be markedly hereditary. The sons of many business men are now being educated in a way that unfits them for the control of the business they inherit and will some day have to manage. Business worked by men who have neither sympathy nor interest in trade except in so far as it enables them to keep up a position in society can never thrive. That is why I say we must look for our future of commerce to those grades of society in which we find men willing to work and willing to learn and men who are not tied by obsolete and stupid traditions."

Sir Alfred is a worker and always has been. A fifteen or sixteen-hour day is as nothing to him. He does a great deal of his work early in the morning. He is up by six, has his bath and has gone through the newspapers, dictated a pile of

letters and has taken a stroll in his beautiful garden before breakfast. Yet Sir Alfred is not a man whose main aim is the acquisition of wealth. He places philanthropic claims before this and works largely for work's sake.

Such is a brief and incomplete account of the life of a man who has made a most decided success in the commercial world. Great things may yet be expected from him, for he is comparatively young in years, while he is decidedly a youth in his energy and buoyant optimism. When the time comes for Britain to struggle for her commercial rights, Sir Alfred Jones and others like him will have to be reckoned with.

SAMUEL CARSLEY.

Announcement has just been made from Montreal that Mr. Samuel Carsley, president and manager of the S. Carsley Co., Limited, Montreal, has retired from active participation in the business of that firm. The Carsley Company has long been known to the drygoodsmen of the Dominion as one of the leading retail houses in the country, and in building up this important business Mr. Carsley has won a name for himself as a capable, progressive and successful merchant. Though he ceases to actively manage the business, he still retains his seat on the board of directors and will continue to watch over the general welfare of the concern.

Mr. Samuel Carsley learned his trade at Ellesmere in England, and afterwards gained still further experience in Manchester and Liverpool. This gave him a close insight into both phases of the dry goods business. In his first position he acquired the necessary knowledge of salesmanship to make a successful merchant and in the larger cities he obtained a useful insight into the details of manufacturing and buying.

It was in 1859 that he first came to Canada—a time at which a good many young Englishmen and Scotchmen were turning their steps to this side of the world. For a few years he took his time to examine conditions, and in 1862 decided to try his fortunes in Kingston, Ontario. He accordingly established himself in business there in that year and conducted a prosperous dry goods business for nine years. But Kingston apparently did not offer scope sufficient for his energies and he decided to enter the business arena of Montreal.

Accordingly we find him founding in 1871 the business from the presidency of which he has just retired. The beginnings were necessarily small and it took years of hard and persistent effort to bring the business up to the high plane on which it now stands. Growth was slow and there were many adverse factors with which Mr. Carsley had to struggle. But his determination has been crowned with success, and to-day he may be considered as one of the few all-round successful business men of the country.

Nine years ago the Carsley Company erected additions and improved their buildings at an expense of no less than a third of a million dollars, making their premises modern and convenient. Since then further additions and improvements have been made to meet the growing requirements of the business.

Mr. Carsley has long been associated with various philanthropic and benevolent schemes in Montreal He has always taken a lively interest in the Society for the Protection of Women and Children, and for some time past he has held the office of president of that society. He is also actively connected with the United Workmen's Society, of which institution he is a past president.

The resultant changes in the firm due to Mr. Carsley's retirement are as follows: Mr. William Francis Carsley, the former vice-president, assumes the duties of president. His old position is in turn taken by Mr. Samuel Carsley, jr., who up till now has held the post of treasurer, and the treasurership falls to the lot of Mr. Cecil Leonard Carsley.

Knox, Morgan & Co.

Wholesale Dry Goods .... HAMILTON, ONT.

NOW SHOWING FOR

SPRING 1903

Complete line of

Prints, Ginghams, Printed Lawns and Blousings.

Also increased ranges in

Gents' Furnishings, Hosiery, Ladies' Blouses, Wrappers and Whitewear.

We invite inspection.

Stock for present season's wants still well-assorted.

Special importation of Novelties for Holiday season.

WHITE GOODS

THIS is one of the busiest months with the manufacturers of whitewear, for, in addition to filling orders for underwear, they are adding novelties to their lines of Spring blouses.

* * *

There has been a great expansion in the volume of trade this season, and orders have been largely in excess of last season's trade. One gratifying feature of the trade is the call for a better class of goods, the very cheap grades, made so largely a few years ago, being in very little demand now, both a better style as well as better quality of goods having the call.

* * *

Blind embroidery is having quite a run, but it is hardly likely that it will prove more than a fad, and, probably, this next season will see the end. In embroideries, as in everything else, it is the new, both in styles and patterns, that finds favor and wins success, and the older staple forms are thrown on one side. There never was a time when novelties were so eagerly sought after as at the present day.

* * *

In the lower and medium grades nothing can take the place of the plainer and cheaper lines of embroidery as a trimming for waists and underwear, and they are indispensable to the trade. In some quarters there is a tendency to do away with these trimmings, but, as in other attempts, this is sure to prove a failure.

* * *

Torchons and Valenciennes laces in conventional patterns and modes are still favorite trimmings, and some lovely motifs, in rather unusual shapes, of fine Valenciennes, are used to trim the better grades of underwear. Venice motifs, in the form of butterflies, knots and bunches of grapes are also popular as a finish for a strap embroidery, on skirts especially. A deep flounce edged with zigzags of embroidery or lace, and a narrow frill of lawn and lace, forms a favorite mode of trimming for a white lawn underskirt, and another pretty style is to edge the deep flounce with diamond-shaped motifs and a frill of lace around their edges. Many of the more elaborate skirts are inlet with lace insertions, one down the front and down each seam of the skirt; many also have a strap reaching half way up the skirt between long bands.

* * *

All kinds of combinations of lace and embroidery insertions are in great request, and what has proved one of the best selling patterns in corset covers with a large local house has been composed of insertions joined together by a beading. Another popular cover is a lattice-work of Valenciennes insertion with square motifs filling in the squares between. The bolero corset-cover will also prove popular again this season.

* * *

More and more attention is being paid to the fit of garments over the hips, both in medium and high-priced shirts and drawers. However it is managed, the fit must be smooth and all the fullness confined to the back of the garment. This result is now obtained in a new way and not by the old-fashioned yoke, but by means of several gores, starting from the belt and extending about six inches below.

* * *

Some of the best models in skirts and drawers have the fronts hollowed out with the intention of making as smooth a fit as possible. This desire for a smooth fit is bringing the combination corset cover and skirt into vogue again. As the majority of the shirt waists next Summer will be in sheer goods and embroidery, great attention will have to be paid to the corset cover, and any pretty and novel style will find ready sale.

* * *

In looking over the shirt waists prepared for the Spring trade, one sees very ample evidence that the next will be a white season for organdies, fine lawns and exquisite embroideries from the bulk of the season's samples. The long yoke effect is very popular, and so is the slot seam and the duchess closing, and some waists have a front-piece simulating a duchess closing which should prove popular. One embroidery that was particularly noticeable had a single poppy design with the two front petals detached from the ground.

* * *

It seems as if elaborate embroidered fronts were going to be the rage next Summer. Of course, white on white is most seen, and white and black, but linen in natural shades self-embroidered, and also white embroidered, will also be among the best lines. Colored linens in blue and pink, embroidered in white, are also being made up. Plain linen in natural color, and in blue and pink, trimmed with wide stitched tucks and heavy lace medallions will be popular.

* * *

The demand for the heavy cotton waists is on the increase, and there is every indication of a heavy trade for these goods in the early Spring season. The mercerized basket weaves are at present the most popular both in white and colors, but it seems as if piques would be great sellers in the near future.

There are many novelties in mercerized cotton goods, and all are enjoying a large and increasing share of popular favor.

* * *

As in most branches of the dry goods trade, prices for linens are very firm, with some of the wanted lines rather difficult to find. The probability is that crashes will be in great demand for skirts and shirt-waist suits for the coming season and it seems as though there will be an advance in price for these goods.

* * *

The following extract from The Irish Draper sums up the situation in the North of Ireland:

"Prices, both for yarns and cloths, are practically without any quotable change; but it is anticipated that, if the American markets take their usual quantity of goods between now and December, prices will certainly go up. The decrease in the flax crop, both home and continental, will have the direct effect on the yarn market, and higher rates in the near future would not be unexpected.

"The shipping trade is well maintained. With the United States there is a gradual increase every month, and from reports of Irish travellers at present in the country, there is every prospect of a largely increased turnover before the beginning of next year. The Americans are buying more freely of the finer and better numbers; the lower grades and unions are not being shipped to the same extent, owing to the fact that Uncle Sam is now making the goods. In the bleached and better goods they cannot do the finish or get the particular shade of whiteness which distinguishes the article which comes from Ireland. The Canadian market is showing signs of recovery, and the enormous harvests which Canadians have been favored with will cause a circulation of money which should have the desired effect upon trade. The continental demand is slightly improved, but still below the average."

We have already had many inquiries from the Trade as to what we will have in

DRESS GOODS, SILKS, ETC.

For Spring, 1903.

It is a very pleasing and well-known fact that the Retail Trade do look to us for all that is new, novel, special and leading in Dress Goods, Suitings, Costume Cloths, Blousings, Silks, etc., and we never disappoint them.

To help our friends we now give particulars of some of our leading numbers, instead of waiting to advertise same in the regular Spring Number of "The Review" to be issued in January. Of course we will have something more to tell you then.

There is every indication that Bright Lustrous effects will be a leading feature in Dress Goods. We have 34 qualities in Black Lustres, Mohairs, Sicilians and Paradigms, from 36 to 54 inch, to retail from 20c. to $2 per yard.

Our Nos. are as follows—Keep them before you for ordering.—Every line can be delivered in January :

Lustres—Z0, Z1, Z2, Z4, Z6, Z8, Z10, Z22, Z24, Z40.
Mohairs—Z12, Z14, Z16, Z18, Z20, Z25, Z26.
Sicilians—Z27, Z28, Z29, Z30, Z, ZX, Z1X, Z2X, Z3X, Z4X.
Paradigms—Z33, Z34, Z35, Z36, Z37, Z38, Z39.

Colored Lustres—Z60, Z62, Z64, in White, Cream, Pink, Sky, Nile, Light Grey, Mid Grey, Dark Grey, Resida, Vieux, Rose, Gobelin, Fawns, Browns, Myrtles, Cardinals, and Navys.

Drake Neck—the **new** shade—in range Z62 only. These three special lines are put up in 25 to 28 yards ends, marked close to enable you to retail them at popular prices.

Brophy, Cains & Co.

MONTREAL.

6 Ranges of Mixed Greys and Melange Lustres and Mohairs, Nos. Z50, Z52, Z54, Z55, Z56, Z58. These are the proper goods for Misses' Athletic Costumes.

Navy Mohairs and Paradigms, Z72, Z74, Z76, Z78, Z80, Z82, Z84. Brighter than Silk and wear twice as long. These are very handsome goods, and are not shown by any other house in Canada.

We have 22 numbers in Black Wool and in Silk Transparent Grenadines, to retail from 30 cents to $3.00 per yard. Please give your attention especially to Nos. J134, AR566, D284, W273 and W275.

For high-class trade in Black Silk Warp Crepoline and Eoliennes, we have brought out 20 qualities to retail from $1.00 to $2.50 per yard. We cannot describe these goods here; you must see them. We make special mention of AR569.

Black Wool Voile and Black "Bouton" Voile in 16 qualities, to retail from 50 cents to $1.75 per yard. Worn over Colored Silk or other bright foundations, these goods make lovely costumes. See Nos. D275, D278 and AR599 for novelties.

Our standard qualities in Black Wool Soliels and Sateens will all be at old prices. You are familiar with our Nos. Z200, Z203, Z206, Z207, Z208, Z210, Z212, Z214, Z216 and W226.

3 Special lines in Colored Wool Sateens, W226, Z210, Z212, in all leading shades, the same qualities as corresponding numbers in black.

16 Qualities in Black Silk Warp Henriettas, Melrose and Alma Cloths. Z310 to Z328. These are all standard cloths at old prices—delivery in January.

25 Qualities in Black and Navy Plain Serges, Cheviot Serges, Foule Serges, Faced Serges, Basket and Fancy Weave Serges. We believe these to be equal in all respects to any similar goods that will be shown. Ask for Nos. AR589, J137, Z294, B451, and T310 to T332.

Fine Black Venetian, Box and Broad Costume and Suiting Cloths. We have 20 qualities of the finest goods shown in the trade, to retail at $1.25 to $3.00 per yard.

Plain and Semi-Plain Black Costume Goods. We have 30 numbers or qualities. Please give the following your best attention: "Benta," "Kopa," "Sirdar" and "Alexandra." The last mentioned is the handsomest cloth we are showing at the price.

Black Poplins, Black Biarritz, Black Silk Warp Glorias and Black Henriettas complete a range of black goods not equalled in the trade.

Brophy, Cains & Co.

MONTREAL.

COLORED DRESS GOODS

We have not advanced our prices in ranges 300, 400, 500, 550 Colored Wool Henriettas.

Colored Nun's Cloth, Colored Mystral Cloth and Colored Wool Serges. In the 15 ranges which we are showing of these goods you will find all the desirable shades.

SPECIAL HOP SACK

In Cream, Black and Colors. Ranges Z332 and Z333. These goods should be upon the Dress Goods Counter of every retail house.

Colored Wool Melrose
" " Sanglier
" " Whip Cord
} Three special cloths to retail at 50c. per yard.

The range Nos. are W251, W276 and AR590.

Colored Wool Voile, Colored Wool Crepoline, Colored Silk and Wool Crepoline, Silk and Wool Flake Crepoline, Colored Silk Warp Glorias, Colored Roman Satin, Colored Velvet Spot Mohair Voile. In these seven ranges you have a collection of fine, high-class goods for house and street wear, also in evening shades.

We have Colored Coverts and Mixture Suitings in 12 Qualities.

Colored Venetian and Broad Cloths in 10 ranges. The latest Parisian, London, and New York Colorings. These are for going-away Wedding Costumes, and where handsome costumes are wanted for street wear.

Coloured Zibelines in plain shades. Knicker effects and flake stripes. Combinations in pin spot and white flake.

Black Knob Suitings. Black and white, also Grey Donegal Suitings. These goods are the present craze the designs are very stylish. Our best Nos. are AR595. Z364, Z365, Z366, Z367, Z368, Z369, and Z370.

One of the handsomest lines we have for stylish street costumes is Tweed D'Argent, No. B455.

BLOUSINGS

We cannot now enumerate these as fully as we would wish. We have Cotton Blousings, Silk and Linen Blousings, Muslin Blousings, Wool Blousings, Silk and Wool Blousings, Silk Blousings, French-Printed Organdi Blousings, Fine French-Printed Silk and Wool Berege Blousings, Silk Stripe French-Printed Mous-Laine Blousings. The designs in the last three ranges are confined to us for Canada.

Brophy, Cains & Co.

MONTREAL.

SMALLWARES

A LARGE trade has been done this year in underwear and hosiery, in fact, much better than ever before. An increase is reported in every line. During the latter part of November there has been a slight slackening down owing to the prevalence of the mild weather.

* * *

Travellers' orders for Spring in embroideries, laces, etc., have been heavy, and a good business is anticipated. Especially has there been a heavy demand for wide ribbons. This demand has continued all through the season. The ribbons asked for are in the main plain—taffetas, liberties and moires—and average from 3½ to 4 inches wide, retailing at 25 cents.

* * *

In fabric gloves there has been a good trade in Ringwood gloves, the white and black varieties being particularly strong. Advances in cashmere hosiery are reported. In fact, all lines of cashmere goods have been advanced by the manufacturers. This upward movement will hardly be noticed until the Spring, and will amount to about 10 per cent. on finer goods.

* * *

Swiss embroidered goods are at present quite scarce in the primary markets. Desirable patterns in cheaper St. Gall, Belfast and domestic embroidered goods are almost equally hard to find. The demand in medium and low-priced embroidered and lace-trimmed goods has been confined to small, neat effects.

* * *

At the New York Horse Show it is reported that short effects in white gloves are most in evidence, except with elbow-sleeved gowns, and with these the 12, 16 and 20-button styles were worn. Stitching on the back of the gloves was invariably in self-color and very quiet. Heavy work was not seen, and is now no longer in vogue.

* * *

Business in fabric gloves is very heavy and includes a vast number of different styles. Heavy gloves are the best sellers. Golf effects in plain colors are meeting with an unusual call. Some fancy novelty designs, too, are selling quite well in women's sizes. For the men, however, it is all solid colors. Heavy lisle gloves are very good, while the silk-lined lisle are meeting with great favor.

* * *

Many of the most popular styles are still in very short supply, and no particular change from this condition can be expected for a fortnight or so. Of course the shortage is not so pronounced as it was a month ago, but the attractive styles are still hard enough to obtain to show just how active business is.

* * *

The umbrella business has been very good last month. The Economist thus describes the method of displaying umbrellas in the Macy store: "More than double the space is there allotted to that department than was deemed necessary or advisable in the old store. Moreover, the display of stock is unique. In lieu of a plain counter with stands thereon, and racks behind, there is an immense showcase in which practically the whole line of umbrellas standing on end is displayed. A customer can thus see an immense variety without bothering the salespeople to show a single one. This style of display should displace the old method in every store which is ambitious to make the most of its umbrella possibilities."

Lace openwork hose are said to be taking a prominent place in Spring orders, indicating that no fear is being felt that these goods will be superseded on the market. Colors and fancy patterns also are coming in strong in Spring orders. Trade in Fall hose continues good.

* * *

Fads in belts are at present those in plain black and gaudy colors. Among the latter green is a favorite color, and green is also found largely on the buckles and jewels attached. Among the jewels the emerald matrix is largely taking the place of the turquoise. Jet and jade are also favorite materials for full belts, and entire buckles are made of both these materials. Scarabs are again coming to the front as an ornament for belt buckles. Single-clasp belts are now seldom seen. Usually where there are two buckles on the belt the front ornament is formed somewhat in the shape of a triangle, while the rear buckle is square or oblong.

* * *

In the veiling department, fancy net effects of every kind are coming largely into demand, while the separate veils are all the rage. There has been a slight decline in popularity of the chiffon call.

* * *

The embroidery trade is very quiet, but there is an indication that it will presently look up. Grass-cloth dresses are coming into fashion and these will require a good deal of embroidery trimming. White embroidery on the light-colored grass-cloth is going to look extremely well. At present the demand is for ribbon beadings, particularly double-edged effects.

* * *

The European embroidery and lace industries are very busy at present. Production is largely under contract for the whole of next year, and prices are steadily rising. The handkerchief end is the least profitable and production is consequently restricted. There is a tendency towards larger effects in handkerchiefs and the latest importations all emphasize this development. In high-grade goods the borders are either embroidered or lace-trimmed.

In new handkerchiefs, the plain centre is the noticeable feature. These are found in the embroidered, lace-trimmed, and printed lines. The popular laces are Mechlin and Duchesse. Aetz work and Irish-point lace are steadily increasing in favor, but are at present almost exclusively used in high-priced goods.

* * *

In laces, it is expected that the Spring will open up with a demand for heavy, handsome Clunys and like hand-made stuff. This is for the higher trade. The popular demand will be for Plauen and its imitations.

CALENDARS.

Calendars and Christmas cards are now in stock in great variety with the Gault Brothers Co. The calendars for 1903 are a very attractive assortment, and are in great request. Letter orders from the firm's customers will receive the best of attention. These calendars will retail all the way from 10c. up to $1.50. Christmas cards also are shown, to sell from under 5c. and upwards.

COMMERCIAL TRAVELLER DEAD.

The death of Mr. Robert L. Jardine, a veteran commercial traveller, well known to the Canadian dry goods trade, occurred at his residence, 129 Esplanade street, Montreal, on Thursday, November 20. He was 49 years of age, and leaves a wife and family.

For many years he was with James Johnston & Co., before that firm became part of The W. R. Brock Co., and was afterwards in the dry goods business himself, now and then going out on the road.

SNAPS FOR LATE BUYERS

Big preparations have been made by us for December buyers A visit to the old stand at the corner of Yonge and Wellington Streets will be your sorting opportunity, and goods will be promptly despatched. The assortment is still very well maintained and the goods are marked at prices to clear.

Holiday Goods

Dolls	*Chinaware*
Toys	*Vases*
Games	*Presentation Cases*
Ornaments	*Albums*

The Fancy Goods Co. of Canada, Limited

50 Yonge Street, and
6 Wellington Street West, TORONTO.

Our London Fashion Letter

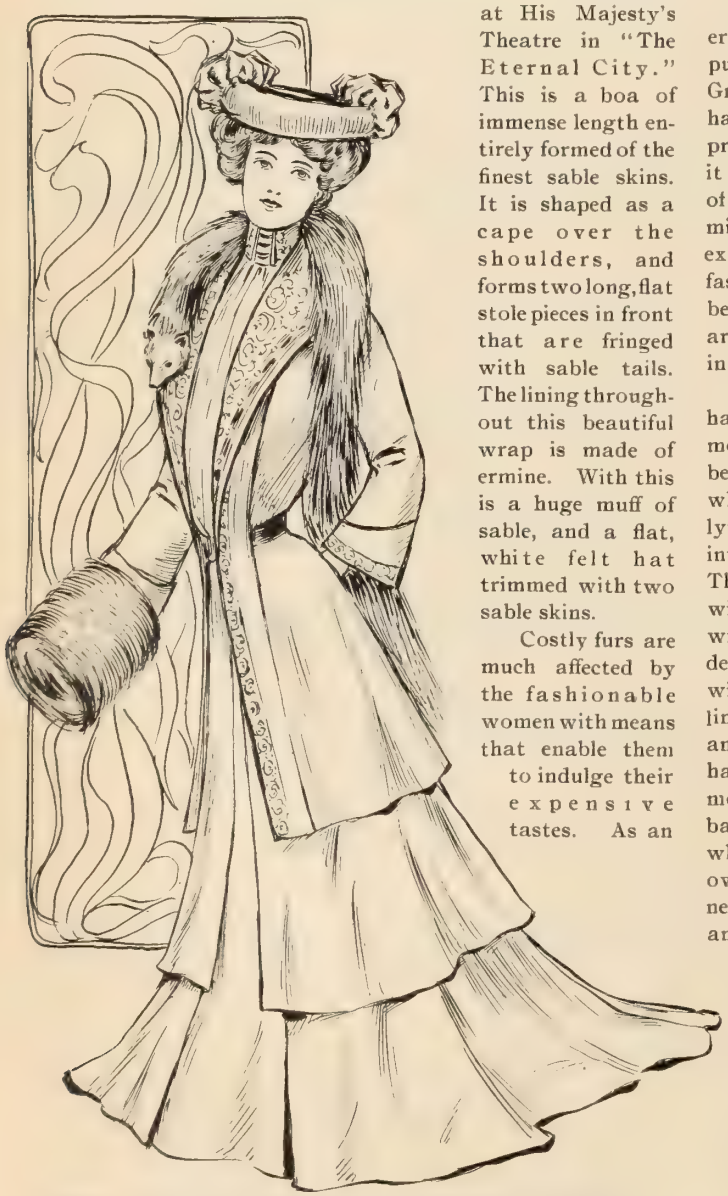
Costly Furs Much Affected—Stole Boa Worn in "The Eternal City"—The Fur Sales—Description of Coats.

LONDON, November 18, 1902.

DOUBLE and slashed skirts to show a panel of velvet or panne are evidently coming into favor again for indoor and walking costumes of cloth or hairy woollens. In the more exclusive trade these styles are made up in cream-colored or very light-toned cloths, and have coarse woollen embroideries or oriental silk and gold galoons for their trimming. These are mainly used to outline the collarless boleros, the cuffs, and to apply to the shaped waistbands of cloth.

Flat-shaped and very long fur stoles are worn over these, and many very costly furs of this form are now to be viewed in the West End.

A splendid stole boa by Redfern that has excited much comment and admiration, is that worn by the leading lady at His Majesty's Theatre in "The Eternal City." This is a boa of immense length entirely formed of the finest sable skins. It is shaped as a cape over the shoulders, and forms two long, flat stole pieces in front that are fringed with sable tails. The lining throughout this beautiful wrap is made of ermine. With this is a huge muff of sable, and a flat, white felt hat trimmed with two sable skins.



Double and triple skirts are favored in the latest tailor-made costumes. Their newest form is indicated in this illustration of a model of "Pirle" faced cloth made by Redfern, of London and Paris.

Costly furs are much affected by the fashionable women with means that enable them to indulge their expensive tastes. As an instance, Messrs. Debenham & Freebody, who hold an appointment as furriers to the King, recently made up for a client 50 skins of the most perfect sables into a fashionable pelisse, costing £5,000, and a muff to match cost £800.

Sealskin is enjoying a revival of fashionable favor, but the craze of the season is the humble moleskin. Coats and cloaks are made of this, and a number of the society leaders are wearing sac coats, bolero coats and long coats of cream and colored moleskins that are most stylish in appearance.

The most expensive skins are silver fox and sea otter. At the fur sales held October 22 and 24, there was not a single specimen of the latter and only 20 of the former skins offered. Over 1,250,000 skins were sold October 24, and these included 914,060 opossum, 130,000 wallaby, 10,548 red fox, 39,161 wombat and 8,000 kangaroo.

The most fashionable skins this winter are squirrel, seal, ermine and mole. Grey squirrel is a rage in Paris for various purposes, principally for dress trimmings and for millinery. Great dress authorities at first pooh-poohed the idea of this happening, and would not believe it possible that what had previously been used only for cloak linings could be taken up as it has been by all the leading salons. It is now the very height of fashion, and the prices rule very high. In London, the millionaire motorist is responsible for creating a demand for extravagant fur coats for men and women who follow the fashionable motor craze. Whilst there is a sale for pony, goat, bear and fox skin coats at moderate figures, it is quite the ordinary thing to hear of garments at £80 to £1,250 selling readily in the establishments which make motor garments a specialty

Last month we illustrated a coat made by Lovegrove, and have noted in a Regent house such items as a coat for a lady motorist made of choice blue fox, lined throughout with beaver and ornamented with clasps of fox-heads on the fronts, which is priced at £1,250. More moderate is a wrap of white lynx lined with red and white silk. It is drawn in at the back into two lynx heads, and eight more form clasps on the fronts. This is priced at £80. A sac coat of Russian foalskin lined with dark green silk, that is contrived to form an apron wrapover, is marked £18, and I understand that there is a fair demand for coats of this type. A cloak of American bison, with large turnover collar and wide cuffs of Japanese fox, was lined throughout with Japanese silk embroidered in scarlet, and was sold for £16. The last craze with the motorists is to have whole gowns made of furs and various skins, such as mole. These are cut en Princesse, and have full pleats in the back part of the skirt. The sleeves are usually bell-shaped, but when driving a strap of stitched cloth or leather is buttoned over the wrist to keep out the air, and a becoming frill or fullness is thereby made to fall over the hands. Furriers, tailors and milliners are benefiting greatly by the motoring craze, which has created a new demand for special garments and hats.

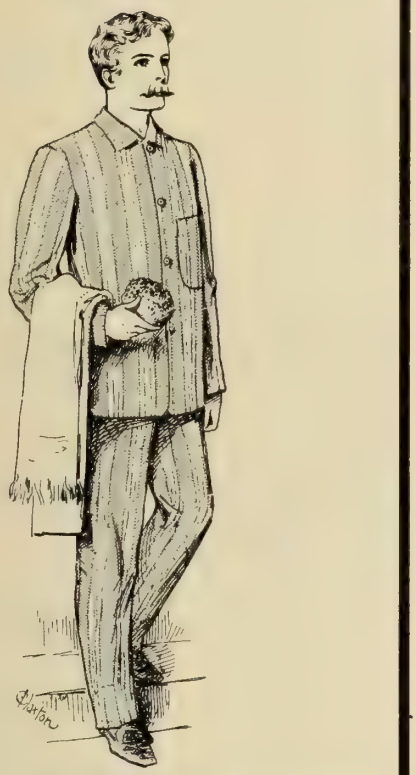
A. MEEHAN.

Indications are that while thin and medium-weight cottons will continue in vogue during the coming Summer, colored materials will demand a fair share of attention, says The Dry Goods Economist. Waist linen that can be retailed at from 45 to 70 cents a yard will undoubtedly find favor with many women who make their own shirt waists, for these goods can be hand-embroidered in heavy or fine linen floss with such good effect as to stand favorable comparison with some of the most expensive imported models

REMINO

REGD.

PURE WOOL FLANNEL. UNSHRINKABLE.



A "Remino" Pyjama.

FOR



A "Remino" Waist.

Men's Pyjamas,
Golf, Cycling, Tennis and Cricket Shirts.
Children's Dresses,
Underclothing, Etc.

Ladies' Shirts,
Blouses, Tea-Gowns,
Dressing-Gowns, Underclothing,
and
All Athletic Wear.

"Remino" Regd. is a thoroughly reliable ALL-WOOL UNSHRINKABLE Flannel, manufactured in England, where it has met with enormous success. It is made in all the newest colors and designs in Plains, Stripes and Checks.

Absolutely Fast Color.

R. FLAWS & SONS,
Canadian Agents, TORONTO.

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Manufacturers of

THE "EMINENT" RAINCOATS

Ladies', Misses' and Children's

CLOAKS and SUITS

Canadian Representatives—

THE BRITISH IMPORT CO.
OF TORONTO

1 WEST WELLINGTON ST., TORONTO

T. E. CUFFE H. G. POOLER C O. DOUGLAS W. H. VAUGHAN

Never Before Were "P.D." CORSETS In such Good Demand



The specially attractive appearance of "P. D." Corsets helps to a very marked degree to make them ready sellers. The many other desirable features found only in "P.D." Corsets have won for them a continuously growing popularity. Their style, their comfort, their durability have secured for them the foremost rank in the corset trade. One sale is instrumental in producing another. This is the kind of corset to recommend your customers.

For Samples and Prices write

KONIG & STUFFMANN

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11 VICTORIA SQUARE, MONTREAL

THE BEST WE HAVE SHOWN

Considering that Crompton's Corsets have been upon the Canadian market for upwards of a quarter of a century, our statement that these new models (a full line) are the best we've ever shown means a good deal.

—The eyes of the progres-
—sive dealer will soon
—convince him that we
—do not overstate.



THE Crompton Corset Co., Limited.

78 York Street, - - TORONTO.

CLOAKS, COSTUMES AND SKIRTS

THIS is between seasons in the cloak trade, and most of the manufacturers are busily employed in taking stock. The advance samples in Spring lines are out, but they mainly consist of staple goods, and few novelties are amongst them. The demand for these will come later, when the designers are able to see on what lines the fashions in these goods are trending. The general expansion of trade has resulted in a largely increased business, and one gratifying feature of the trade has been the high place gained by Canadian-made goods. The home market is almost wholly supplied by goods of Canadian manufacture, and every season they grow in favor with the trade.

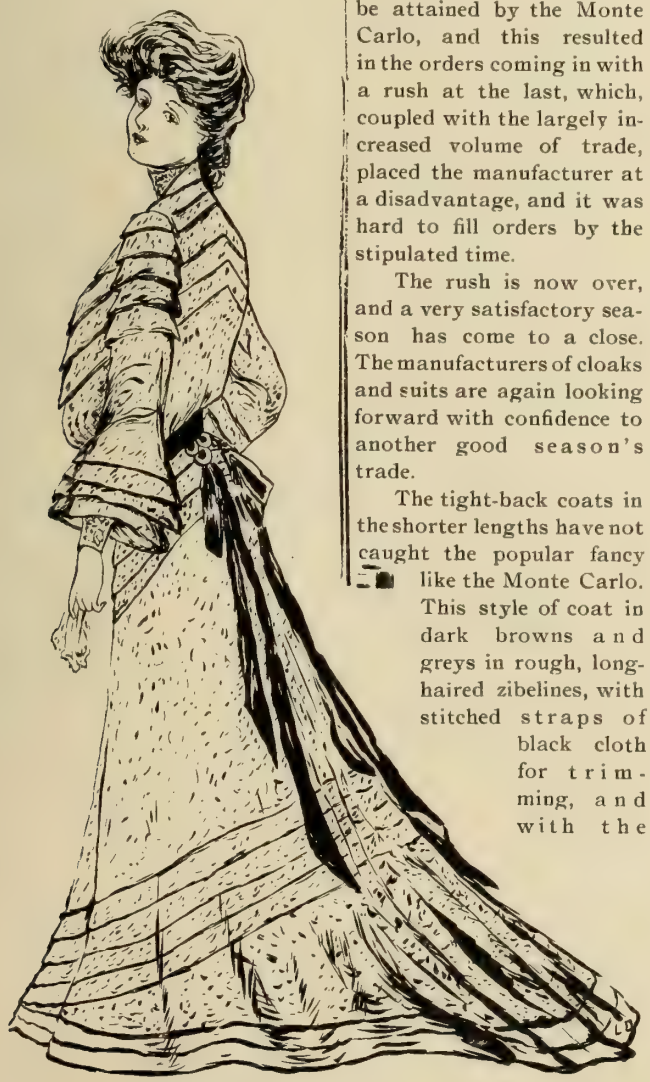
Features of the Trade

* * *

The two strong features in the season's trade have been the Monte Carlo coat and the short-skirted walking suit. Until the season was well advanced many dealers were doubtful of the vogue that would be attained by the Monte Carlo, and this resulted in the orders coming in with a rush at the last, which, coupled with the largely increased volume of trade, placed the manufacturer at a disadvantage, and it was hard to fill orders by the stipulated time.

The rush is now over, and a very satisfactory season has come to a close. The manufacturers of cloaks and suits are again looking forward with confidence to another good season's trade.

The tight-back coats in the shorter lengths have not caught the popular fancy like the Monte Carlo. This style of coat in dark browns and greys in rough, long-haired zibelines, with stitched straps of black cloth for trimming, and with the large flat collar, and, in many instances, one, two or three small shoulder capes, each edged with its stitched band, and the large pagoda sleeves or bag sleeves with the cavalier cuff, are much worn. This style of coat also comes in the favorite knickerbocker and snowflake styles in black and white. A wavy kind of zibeline in black is another favorite cloth. In fact, all rough cloths are in high favor for this popular coat. Black zibeline is another popular cloth.



Shirt-Waist Suit of Serpent Green Snowflake, New Belt, with Loops Drawn Through Crochet Rings, and Long Ends.

* * *

The later models are all marked by the amount of fulness. From the shoulder the material hangs loose in a sort of exaggerated box-sack effect, while the straight and apparently almost shapeless fronts would look hideous if not cut by an experienced hand. Only around the shoulders and neck is there any attempt at fitting, but the secret of the graceful sweep of the folds below the waist lies in the perfect fit about the shoulders.

Later Models

Monte Carlos of fine black cloth are lined with white satin, and it seems that there is less ornamentation on this style of coat than at the beginning of the Winter. Narrow bands of fur, particularly the brown furs and Persian lamb, are beginning to make their appearance.

* * *

In later styles there seems to be a tendency to the return to the filled basque, and a short black velvet jacket in this style that fits the figure closely would be becoming to many. It is richly embroidered in jet leaves and sprays. It fastens at the throat with a moderately high and flaring collar, and has revers with rounded ends, the collar and revers bound with black astrachan. The front is also ornamented with cord and tassel pendants.

* * *

The Monte Carlo coat for carriage and evening wear, short of full dress occasions, is now developed in white and light shades of cloth, as creme, biscuit, pale tans and grey, but white is the general favorite. These rich-looking coats are of light-weight cloth, and elaborately trimmed with lace and heavy cords. Some of these coats have facings of velvet in some relieving color.

Evening Wear

The Monte Carlo is not always worn as a separate coat, but many of the suits now worn in light cloths and zibelines have a short Monte Carlo to match.

* * *

The velvet gown has established itself as a general favorite for street wear and for the dressy tailor-made. Of course, only handsome visiting gowns are made of silk velvet, velveteen taking its place on most other occasions. Plain velvets are most worn, and brown seems to be the favorite color. The trained skirts are braid-trimmed, and the smart little coats have in addition to the braid a vest showing Oriental embroidery. The coats of these velvet gowns are either the ¾ fitted coat, or else the waistline jacket, with deep coat tails. The ¾ coats are very smoothly fitted about the hips. Few of these coats have the blouse front, but are in the old basque style, and are trimmed with revers and bands of fur, chinchilla and ermine are most worn on black and

The Velvet Gown

blue and mink and sable, on green and brown. Some handsome costumes are made in the metal prints, but the short-bloused coats seem to be the favored ones for this style.

The skirts for the velvet suits, and indeed for all the dressier tailor-mades, are, if anything, longer than ever, but the train is confined to the back of the skirt and the front and sides are not so long, a much more convenient style.

* * *

New Styles

The walking suit with the strapped Norfolk jacket has been one of the strongest features of the trade, and walking skirts are very much to the fore in all Spring lines. Taffeta bands, either piped or edged with fancy braid, is another new style for trimming a velvet gown. A black and white hairline velvet in this style had black taffeta bands edged with a fancy braid in black and white.

The shirt-waist costumes in woollen goods have been so much sought after for the Fall and Winter trade that they are being prepared for early Spring in lighter weight goods. The cut on the following page shows the mode. The suit shown is of serpent green zibeline, with piped bands to simulate a yoke, and the same trimmings on the skirt. The waist is also trimmed, with the bands forming an inverted point at the back of the blouse waist. The sleeve is in the new style—the folds at the top coming to a little above the elbow, and from there the sleeve flares into a wide bell with three folds of the material around the edge. The neckband and tight under-sleeve is in white satin with an overlay of black applique.

* * *

For Street Wear

In tailor-mades for street and useful wear, the rough mannish cloths or cheviots, tweeds, canvas cloths, etc., are the best style. When the Norfolk jacket is not worn, the coats are on the blouse order, with or without a small peplun, often cut into tabs. Postillions are still seen on many bodices. Slot tucks are favorite trimmings, and large tucks form a modified Gibson effect. Small capes and flounces simulating a bertha are all used—anything that will give the fashionable breadth of shoulder. The high, flaring collar is seldom seen; and many suit waists have no collar at all. The round, flat collar that lies over the shoulders is another style, and the band collar, with a point in front, finishes some of these coats. Skirts, though still on the clinging order, are wider and fuller. The yoke is rather passe now, but the panels in the front are still to the fore—generally a large box pleat formed by the tucks or pleats of the fashionable skirt. These tucks are graduated and reach only to a little below the knee, where they end, and the fulness forms the flare of the skirt. Plain seven-gored skirts, with bands of ribbon in all kinds of fanciful forms, constitute the garniture; or, in place of these, bands of the material with piped edges or a narrow braid on the edge.



A Draping Form.

To sum up the salient points of the present style, any trimming or style that makes for breadth across the shoulders, and gives a clinging effect at the hips and a modified flare to the skirt, is in favor.

* * *

The accompanying is considered a good half skirt form for draping dress goods and is in use in the principal stores throughout the Dominion. It is made by A. S. Richardson, Toronto, to whose advertisement, on another page we would call your attention.

DRESS GOODS

(Continued from page 12.)

THE MANITOBA TRADE.

THE travellers of the various houses have now been on the road for a month or over, and the forecasts of what were to be the popular materials for Spring, which we have given here from time to time, have proven in nearly all cases correct. Not in all cases, however. There are a number of wholesalers who have received surprises in connection with the way in which certain materials, colors and styles are going, and in which others, from which much was expected, have failed to "make good."

All the lighter materials, such as voiles, are quite fulfilling expectations, and are in very good demand for Spring trade. Challies are also in high favor, the floral and other figured designs placed on the market by Canadian jobbers having taken the fancy of the trade in no limited degree.

The snowflake patterns in voiles and in what are called canvas cloths are selling very well for the Spring trade. These at first were brought out as a novelty, but met with such a good demand that they have been produced in a variety of textures and at an equal number of different prices. The big Montreal retail house of Henry Morgan & Co. have not waited for Spring to show these goods, but are now giving them a prominent place in their window displays for Fall and Winter business. They have been taken up quickly.

Business in finettelaines, eoliums and crepes de chine has been as good as was expected. Grenadines, also, are going as usual. The demand for lustres has been very satisfactory, and those jobbers who have placed on the market a good range of colors, including, of course, the inevitable black, have been making good sales in this line. Whites and creams in lustres are particularly good colors. A number of metallic lustres have been shown, and are reported to be in fair demand.

Some jobbers have entirely run out of certain patterns in finettelaines, so strong was the demand. In the present condition of the market it will be impossible to secure repeats on these lines unless at an advanced price.

A feature of the Spring trade, as indicated by the buying so far, is the continued popularity of the Paris shade, called also ecru, linen and by other names.

Although jobbers were prepared for a good run on reseda green, some of them have been called on for that popular color to a much greater extent than they had anticipated. Greens of various shades are good, and will be much worn in Spring, but this particular shade, reseda, will be in marked prominence among the Spring colors.

It becomes more and more apparent that white is to be a strong feature of the Spring dress goods trade. We have frequently called attention to the preparations being made in this line, and the buying done so far fully corroborates our statements. Looking over almost every wholesaler's stock of Spring dress materials one cannot fail to notice the great number of designs that have been carried out on white grounds. Black on white is one of these, and it is by no means of the least prominence.

The all-wool Scotch plaids have sold well. These are comparatively expensive lines, and so far the most part were confined to a certain class of the trade who can handle them with profit, but the general result of the trade in these goods has been of a thoroughly satisfactory nature to wholesalers. They will go well during the Winter, and may be worn well on through the Spring.

Woollen goods continue to stiffen in price, and repeats at former prices are impossible. Since last month prices are probably from 5 to 7½ per cent. higher.

SOFA CUSHIONS
FOR CHRISTMAS GIFTS

We are offering a superior quality of "India Down" in our "Manitoba" grade

SEND YOUR ORDERS EARLY.

16 x 16	inches,	$3.00	PER DOZEN
18 x 18	"	3.60	"
20 x 20	"	4.80	"
22 x 22	"	6.00	"
24 x 24	"	7.20	"
26 x 26	"	9.50	"
"Florabel" (round)		6.00	"

The Alaska Feather & Down Co.
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NORTH BRITISH BOOT LACE CO.
Johnstone, Scotland.

Laces of all kinds.

PUT UP IN BEST STYLE.
BEST VALUE ALL ROUND.

THE TRADE SUPPLIED BY

FRANK & BRYCE, Limited

Toronto MONTREAL Quebec

WAISTS

ALTHOUGH the regular season's trade is about over for the manufacture of Fall and Winter blouses, there arealways some novelties shown specially for the holiday trade.

* * *

Every season we hear that the vogue of the shirt waist is to be more circumscribed, or that something or other is to take its place in the favor of its wearers, but when the season opens up we find it still keeping its place in the trade; and the reason is because its great usefulness and adaptability for all occasions keep it in the front ranks of popular favor. The increasing beauty of the many materials and styles also contributes to its continued vogue.

* * *

The immense stride the blouse has made will be appreciated when it is remembered that when first introduced it was looked upon as a hack garment, suitable only for morning wear in Summer; and, apart from this, its usefulness did not exist. But now what a change! The separate waist is considered worthy of the most elaborate and dress occasions, short of full evening dress. New ideas are constantly being brought out and elaborate and new materials designed—all for the glorification of the once humble shirt waist.

* * *

Great latitude has been allowed this season as to material from which separate waists could be made, and mohair, silk, velvet, velveteen, and different woollen materials all have been pressed into service.

* * *

White mohairs and lustres, both plain and in small spots and figures, have sold well. When made with broad tucks that show rows of colored stitchings, notably black on white and featherstitchings, a pretty style is produced. Cashmeres, with woven bands in beautiful oriental colorings to form trimmings for the fronts, collar and cuffs, also embroidered lengths for blouses, are among the novelties.

* * *

Printed poplins are another novelty material for waists, and there is no end to the styles in printed cashmeres, etc., that are being shown on all sides. Cotton goods in imitation of silk and woollen goods, in spots and stripes on a dark ground, particularly blue and brown, or on white grounds, with Persian floral and ribbon stripes, are being sold in increasing quantities.

* * *

In silks, taffetas faggoted, tucked and inserted still occupy the first place. For a black silk blouse, nothing has quite the beauty of a black peau-de-soie, as this is such a rich, soft material and lends itself so readily to all kinds of ornamentations that it is always to the fore as a black blouse. Another favorite is black velvet—a material so rich in itself that it seems to require no trimming; but rich jetted trimmings are decreed by fashion to ornament this garment, and the velvet is often cut fancifully away from under applications of lace at the yoke and sleeves to show an under lining, generally of white satin.

* * *

The deep yoke and bertha effects are both new for silk waists Tucks across the figure, instead of in a horizontal position, are much seen. Empire models and Monte Carlos are among the newest. Peau de cygne and crepe-de-chine, in dead white and in pale shades, trimmed with handsome lace insertions, are very much worn.

White liberty satin is also very handsome. A dressy blouse of this silk, fastened down the back, had a yoke of squares formed by crossing bands of insertion, and in the centres of the squares so made was placed a motif in the form of a bunch of grapes.

* * *

It would seem as if waists of all-over laces, with white, in most cases, or pale silk linings, are to be to the fore.

* * *

A novel waist, and extremely characteristic of the coming styles, was of panne, in willow green. The panne formed the body of the garment and was cut in flattened points both top and bottom ; the Irish all-over that formed the rest of the waist was fastened to the panne by a close embroidery stitch, and formed both yoke and corsage. The same idea was carried out at the top and bottom of the sleeves—the body part of the sleeves being of the velvet The velvet part, however, was not left plain, but had medallions of beautiful lace attached.

* * *

The greater proportion of the sample waists for next Summer's wear are in white. Organdies and fine lawns are the staple lines, with flat trimmings in fine embroideries. Bands of Valenciennes lace are also used, and motifs, both in embroideries and lace. Waists of Irish linen in white, linen color, blue, in both mid-blue and light, and pink, beautifully embroidered, are a distinct novelty in the trade. Plain linen blouses, trimmed with heavy embroidery motifs and wide tucks, are also being prepared.

WAISTS AT THE NEW YORK HORSE SHOW.

The shirt waist, in the first place, was purely an American innovation, and, though accepted and improved by the French designers, who now turn out some of the most beautiful creations in waists, particularly for more dressy occasions, they never seem to have taken this garment quite into favor, and every season there is a fresh crop of predictions in the fashion papers that its reign is over, and this season was no exception to the general rule. The number of separate waists worn both during the day and in the evening at the Horse Show must have been a matter of surprise to these croakers who have been predicting that the shirt waist would be banished from the wardrobe of society women this season. Not only were the separate waists worn by the younger generation, but the middle-aged women have, apparently, contracted the shirt-waist habit, and they were worn by them both at the morning and evening performances.

Some of the handsomest and most becoming waists worn by the older women were of rich black lace over a white lining, the skirt in most cases being made of black Lyons velvet or black silk. The elderly woman, as a rule, does not like to wear a colored gown, and yet likes some relief from the sombreness of an all-black costume. This she generally gets by means of some rich lace about the neck, or a touch of becoming color in her bonnet, and this is probably the reason that has led her to adopt the separate waist.

The white lace waist was the favorite for evening wear, and in most of them the fashion of applying one lace to another was well illustrated. Nearly all the waists worn consisted of two kinds of lace. That the bolero is to be with us for another season was shown, as some of the newest and most original waists were made with them. One of the most remarkable was made with a bolero jacket of embroidered muslin in very open-worked design, the embroidery being done in ecru thread. This was worn over an accordeon-pleated chiffon waist. The sleeves of the bolero, also embroidered, reached to the elbow, and terminated there in a generous flare, the lower part of the arm being covered by an undersleeve of chiffon.

Several of these lace waists had a new-shaped sleeve. The upper part of the sleeve is made to fit the arm smoothly, the fullness being confined to the back part of the arm at the elbow, from where the lace drooped in a wide, graduated ruffle.

SPRING STYLES!!!

The Best that have ever been shown.

THE AMERICAN SILK WAIST TRADE MARK MONTREAL

Special Novelties

for the

HOLIDAY TRADE.

The American Silk Waist Co.

1853 Notre Dame St., MONTREAL.

Our **SKIRT** experiment has proved a success.

We shall now run a separate **Underskirt Department,** and maintain the high standard we have created by our

Perfect Fit,

Style, Finish

and Quality



of the **"Shield"** brand Ladies' Waists.

The....

New York Silk Waist Mfg. Co.

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"UP-TO-DATE"



Raincoats and Juvenile Clothing

We are prepared to supply the **FIRST STORE IN EACH CITY** at keenest shipping prices. Write for sample dozens with London References.

Direct representative wanted for Canada.

THORNELOE & CLARKSON

Contractors to H.M. Government.

A. B. C. Code.

Telephone 517.

LEICESTER,

ENGLAND.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Changes in Costumes — Some Model Gowns—Cut of An Entirely Novel Mantle—Features in Gowns and Blouses.

Paris, November 11, 1902.

IT seems that the cold weather has come to stay, and Parisiennes are beginning to realize that Winter is here, and the furs and thick cloths and velvets that so far have only been seen in showrooms and shop windows are taking the place of the toilette de demie-saison. The English corduroy and all kinds of striped velvets are much used for tailor-mades and walking costumes. Besides being very warm, these velvets are particularly chic and go so well with all furs. The fur coat is the only one that has retained its open-fronted build—probably for two reasons. With the cloth coat is worn a stole or cape of some description, and thus the shoulder line has been flattened; also, a fur coat tightly closed would be too hot and anything but healthy. Skirts are cut much wider, especially at the back, but tightened around the hips by means of small tucks and pleats. Sometimes the skirt is cut with a 4 to 6-inch basque, the fulness beginning from there. There seems to be a tendency in all directions, coats, jackets, boleros and bodices, to blouse the front and let the back fit tightly to the figure.

Fashionable Builds

* * *

Here are some models of walking and tailor-made gowns: A costume in white cloth, embroidered with white silk; the skirt is fastened at the left side in front and has eight rows of stitching around the hem. The bodice is trimmed with a yoke of Irish guipure, from which falls a pelerine made of long white chenille ravellings, the sleeves, full at the elbow, are tucked to fit tightly around the wrist. This elegant model is finished off with a design in skunk tails, beginning at the bust and carried down over the fastening on the left side.

Model Gowns

A more useful dress is of blue serge, in the form of a tunic, trimmed with mohair braid and passementerie. The tunic, fastening from the left shoulder, is carried to within a few inches of the ground, where it shows an underskirt. It is cut round and low at the neck, showing a small vest and tight-fitting collar of mauve almost covered with the passementerie. The sleeves, gradually widening from elbow, are gathered into a narrow belt of the braid at the wrist, from where they fall loose to the knuckles of the hand. This frill is lined mauve to match vest.

An entirely new style is in royal blue cloth, trimmed with black mohair braid and having two square incrustations at bust and one at centre of back in green panne edged with black stitching. These incrustations have also been carried out diamond shape and look better so.

* * *

An entirely novel and original mantle is so cut as to give it the appearance of a three-quarter mantle and cape. The sleeves are very voluminous and comfortable—of course, fitting tightly at shoulder. This garment is made of a sable cloth in an ivory white tint, with an inner surface of forget-me-not blue. A thick trimming of woollen passementerie, chenille and silk encircles the neck and falls down the front, ending in a fringe. A beautiful mantle for evening wear, falling well on the ground, is in pastel mirror velvet. The upper sleeve, cut very wide and finishing above the elbow, gives the effect of a short cape. The under sleeve is also very voluminous, both being edged with mink and thick silk embroidery in graduated shades. This same trimming is carried out around the hem, and at each side, where the mantle is slit open, is taken up almost to the knee. The neck is trimmed in the same manner, while back and front hang cords and tassels of silk passementerie to match the velvet.

Novel Mantles

* * *

A very effective model of a dinner dress is in black and white. The skirt of mousseline de soie is white at the waist, and goes through four shades to black at the hem, where it is edged with black velvet, each shade being divided from the others by zig-zags, deep and uneven, of black chenille. The short bolero is in the same style, edged with application of Irish guipure and Chantilly lace. The sleeve to match, finishing well above the elbow, has a deep frill of lace open on the inside and falling to below the hand.

Effective Dinner Dress

* * *

A very quaint evening gown is in crepe de chine, rose-saumon, trimmed with peacock's feathers hand-painted on the stuff, and the skirt finished off with a deep flounce. These feathers are laid on in two sprays of three feathers each, taken from the frill; one curves up to the waist, the middle one crosses it and the third curves towards the hem. The decolete corsage, crossing in front, is draped to the waist, from where a feather is taken up to each side bust, and is simply finished off with a pearl trimming. The sleeves are of lace en Angleterre, falling loose upon a band of pearls below the shoulder. Lace pelerines, collars and berthes of all shapes and descriptions are worn over the boleros and jackets, as well as with the blouses, and some of the lace collars are really works of art, all embroidered by hand.

Quaint Evening Gown

* * *

Although we are in the Winter season, lingerie blouses in Liberty silk and China crepe, incrusted with lace and embroidery, are quite the mode. Here are two very pretty chemisettes: One is in crepe de chine with a pointed yoke of incrustations of Valenciennes back and front; from there it is finely tucked to below the bust line, still following the shape of yoke; the front is bloused and the back drawn tightly into the waist-belt; the sleeves are tucked at intervals from shoulder to wrist, evasant from elbow, and are gathered into a tight cuff of the Valenciennes. The other blouse is in liberty silk, tucked back and front to bust line; the collar, epaulettes, centre of front, in strong guipure. The sleeves are finely tucked into the shoulder, clasped by a band of the guipure above the elbow, from where they are very full, and gathered into a small tucked cuff with a frill of the guipure falling over the hands. Soft cloth skirts are much worn for morning use. Trimmed with an embroidery in contrasting shades arranged as boxpleats back and front, having the revers of collar and cuffs to match, these are very smart. I have seen several in cream and white, trimmed with pale blue, sea green and red.

Blouses and Shirt-Waists

Umbrellas For Christmas Trade

Samples now in the hands of our travellers.

The Irving Umbrella Company, Limited

20 Front St. W., TORONTO

The Auer Gas Lamp

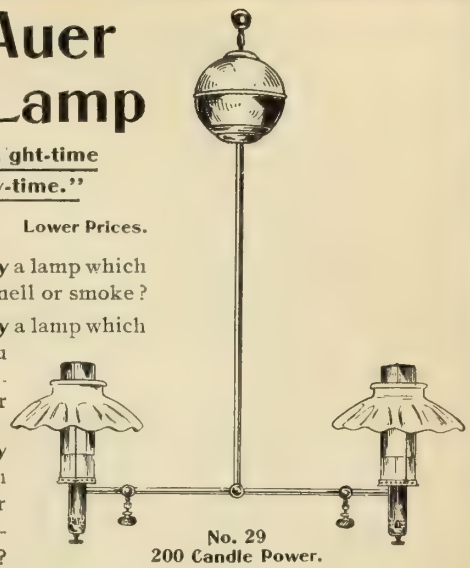
"Turns night-time into day-time."

New Models. Lower Prices.

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Would you buy a lamp which will save you half your expense for coal oil?

Would you buy a lamp which shows your goods in daylight colors?



No. 29
200 Candle Power.

Would you buy a lamp which you can return, for full price, if you don't like it?

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EVERY LAMP GUARANTEED

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Bed and Horse Blankets, Mackinaw Cloths, Sheetings, Etc.



Insist on having that **trade mark** on all the **Blankets** you purchase and thus insure getting **good** Blankets. Protect **your interests** by giving us a **trial order.**

The Slingsby Manufacturing Company

BRANTFORD, ONTARIO. **Limited**

LACES AND TRIMMINGS

BUSINESS in laces for the holiday trade this year is reported very good indeed by all wholesalers. Of course, the trade in this line doing now is chiefly of a sorting nature, but there are still fair orders being placed, which plainly indicate that the trade have full confidence in the value of these goods for Christmas business. The fashionable city retailers are preparing to make large displays of laces this year, and with all wide-awake houses they will undoubtedly be an important feature.

* * *

Lace collars have been a remarkably good article of commerce this year, and there is still an active movement in them; and with the highest class dealers the expensive collars, berthas, etc., which have been imported for the Fall and Winter trade, are in excellent demand.

* * *

Medallion effects in embroidery are still asked for, and most of the trade will have a pretty large assortment to show for Christmas. The separable galoons, which we have frequently referred to as likely to be leaders in the lace business, have turned out well. Some of the most expensive goods in this line were sold in good quantities earlier in the Fall, and there is still a demand for them for the Winter trade. Of course, along with the better class of goods of this kind, there is also moving the usual amount of cheaper grades. This is expected always. But, on the whole, the buying of laces this year has reached a noticeably higher average as regards material and price than ever before on this market.

* * *

The travellers of some of the wholesale houses are now out on the road with lace goods for Spring, 1903, and from the early orders it is evident that the call for laces during that season will not be less marked than during the past Fall.

* * *

The well-liked Paris, or linen, shade is again to the fore, all dealers being confident of its success in the Spring season. It will be a pretty safe thing for the trade to pay a good deal of attention to this shade for the coming Spring season. While it has obtained a good deal of popularity during the past season, it was not so generally used as to become too common, and will be the season's favorite without a doubt.

* * *

Black ribbons as trimmings are going well, as usual. For millinery trimmings, in addition to the plain ribbon material in the popular seasonable colors, there is some demand reported for plaids, which, at a later date, may become of importance. But the plains are, of course, chiefly inquired after. Fawns, castors, slates, and similar colors are going well, in addition to the ever-present blacks and whites.

* * *

A feature of the dress-trimming fashions of the day is the almost entire absence of crape. We can remember the fashions of a few years ago, when, in case mourning apparel was necessary, the dress was heavily trimmed with this material. Its use for this purpose is still as prominent as ever among the greater part of the French population of Canada; but the English-speaking Canadians appear to have discarded it altogether, and wear either the plain black dress or have the trimmings of ribbon or braid. In Quebec Province, there is a good business doing in crape at present.

SPRING FASHIONS.

ALTHOUGH laces have had such a long run in popular favor, it seems that the trade is not tired of them yet, and the indications are that their vogue will be just as great in the coming season as it has been for some time past. The dealers, counting on their still holding the popular taste, are buying accordingly.

Some idea can now be gained as to what will be the most popular lines for Spring. For some time past Cluny lace has been mentioned as growing in favor, and it seems as though it would occupy the first place in the lace world this season.

Of course, the sale of handsome hand-made Cluny will be confined to the high-class trade, but there are always very good imitations to be obtained of any lace in popular demand. Plauen laces are also favored for the coming season.

It looks as though the present vogue for grape effects would be the most favored feature for the Spring trade, a large proportion of the patterns shown being along those lines.

From the present style of goods being bought for dress purposes, it looks as if Nottingham goods would be largely used for trimmings, and advices from that town show that the trade is very active there, with a consequently firm adherence to prices.

The makers of fancy cotton laces are particularly busy in piece laces, insertions, galoons, streamers, etc.

Double beadings are being introduced as a feature in trimmings for wash goods, and these with large quantities of embroidery insertions will be used, as there is nothing looks quite so nice on the self-colored and blue, pink and cream linens now so much shown by the trade. Though Irish crochet laces are still in so much demand, its very favor is looked upon as a weakness, and some buyers are exercising great caution in ordering it, as it is argued that the popularity of this lace has been so long continued that the end must come soon, but both for millinery and dress trimmings, so long as the heavier laces are in favor, the trade leans so much to ecru and deep shades in lace there does not seem to be anything on the market that will satisfactorily take its place.

All-over laces, particularly in Irish laces, are greatly in demand. A glance at some of the latest models in gowns will be sufficient to explain this, as all-over lace is not only used for yoke purposes, but it is inserted into the tops of the sleeves and also forms the puffs, and in the newest styles the materia forms only a deep band below the yoke, giving a jacket effect, and the lace continued for the rest of the waist below. Lace medallions and motifs are still to the fore, and galoons made up of detachable motifs, are, if possible, in greater favor.

Some effort is being made to introduce colored embroideries on a white ground. What success they will have is quite a matter of conjecture, but seeing that this is to be an all-white season, it is only reasonable to suppose that the all-white embroideries will be first favorites. In embroideries for Spring, everything points to the use of a better grade of goods, and insertions rather than edgings will be wanted as the tendency is to flat bands in trimming. The organdies and sheer lawns call for a corresponding fineness in the embroideries used to trim them. Slightly conventionalized flower patterns are the favorites, and butterflies and knots are also seen in the most popular lines. What may be termed semi-blind, with more heavy work than open work, are the newest.

In the ribbon trade, the call is still for plain stuffs, and the millinery orders for Spring are along the same lines. In fancies, plaid ribbons have been good in some centres, but that does not seem to apply here, as the large stores seem to have great stocks on hand and are selling them at reduced rates. Printed taffetas combined with satin stripes for neckwear and some handsome brocaded ribbons are the lines seen in fancies here, but away and above everything the plain ribbons, particularly in soft satins and liberties.

LISTER & CO., Limited

Manningham Mills, BRADFORD.

Silk Velvets IMPROVED Finish. Black and Colors. For Millinery and Dress Purposes.

Panne and Mirror Velvets,
Coronation Velvets,
Silk Dress Plush.

As the demand for Silk Velvets is expected to be large,

EARLY ORDERS ARE URGENT.

A Distinction



between worthless stock and stock that is unsaleable is always necessary.

Shelf-worn, faded or out-of-date goods when dyed here look like new.

We have been doing this work for Dry Goods Merchants and Milliners for years.

WRITE FOR INFORMATION AND PRICE LIST.

R. Parker & Co.

Dyers and Finishers,

Head Office and Works: 787-791 Yonge Street, TORONTO, ONT.

MONTREAL BRANCH: 1958 Notre Dame Street.

RETURNED JUL 18 1905

STAPLES AND COTTON GOODS

STOCKTAKING in the staple departments of the Canadian wholesale houses is now complete and attention is being directed to the Spring trade. The outlook is at present most encouraging and those houses that have their travellers out with Spring samples report excellent business—ahead, in fact, of that for last year, which itself was an exceptionally good year.

* * *

For the past month the principal movement in the wholesale houses has been the winding up of Fall business. Goods have been marked down very considerably and odd lines have been cleared out. Though the tendency in some lines has been to stiffen prices, the wholesalers do not seem to have taken advantage of it, and have let their goods out at regular prices. They are leaving the marking up of prices until next season.

* * *

The dry goods trade and the staple trade more especially have been affected by weather conditions during a portion of November. The prevalence of mild weather kept customers from purchasing heavily and the impassable condition of the roads prevented communication with the towns. This caused a momentary despondency among retailers, though they viewed the trouble optimistically and believed that the Christmas trade would more than even up their losses.

* * *

Cottons continue very firm with a sure tendency to advance. Next season's prices are bound to be higher. The mills claim that their stocks are clean and that they have no surplus to throw on the market to produce a disturbance. At any rate, they are very busy and do not seem at all eager to book any further orders. Some of their oldest and best customers are having difficulty in getting their wants supplied. The general impression is that the mills are trying to hold orders off with the expectation of getting higher prices. They would advance them at once only they fear outside competition.

* * *

Grey flannel sales have been exceptionally good this past season. In fact, they have considerably exceeded those of former years. In dress ginghams, also, there has been a good business done and mill stocks have been quite exhausted in some lines. Wholesale houses are advising their customers to place their orders early for these goods.

* * *

Even though it is early in the season, some manufacturers are already beginning to talk about next Fall. This leads one to expect that there will be a little earlier movement in the trade next season. This applies more particularly to the knitting, blanket and flannel manufacturers.

* * *

Some novelties in the trade are the knicker suitings for ladies' skirts and Summer costumes. These are being shown in a great variety of colors, greens, pinks, blues, etc., and are taking very well. In fact, there is quite an appreciably growing demand for them. Linen tussore, a mixture of linen and silk, is also a favorite on the market. It is very fine sheer goods, and is being shown plain and in stripes.

* * *

Linen prices are keeping quite steady and business is good. The flannelette trade is also in a healthy condition, with prices stable and a satisfactory supply. Print prices are higher, owing to the rise in the value of raw cotton. Fancies have gone off slightly in prints, and the demand is running largely to regatta styles and indigos.

United States mills are rushed with work to supply the demand for blankets. Cotton goods are reported to be at a premium, and a serious scarcity exists. Quilts are likewise scarce, especially in the popular patterns and makes.

* * *

The Dry Goods Economist says: "The market situation abroad on goods for late Spring deliveries remains quite as uncertain as at last report. Buyers who feel sure that prices are to be lower can find little in present conditions to justify their attitude. The slight concessions thus far allowed on flax and yarns give the weaver no relief. No stock worth consideration exists, and few manufacturers care to gamble on future deliveries while they are so busy on deliveries for the next three months. If stocks were large or if manufacturers were hungry for orders the situation might be different. As it is, the buyer who needs goods for early Spring delivery has nothing to gain by delaying purchases."

* * *

"I am afraid that a number of years will elapse before we can make the West Coast of Africa a serious competitor of the Southern States," said Sir Alfred Jones, president of the Liverpool Chamber of Commerce, commenting on the reports received on the cotton-growing experiments in West Africa. We sent out 100 tons of American seed, and divided it among all the British West Coast colonies. The crops matured in 90 days, and in quantity and quality were quite equal to those of the parent stock. The only question is whether we can make the natives work so as to put big plantations on a commercial basis. The native wages are 4c. a day. If we could transport the negro population of the Southern States to the West Coast there would be no question of making Great Britain independent of the rest of the world for raw cotton. But I have had one experience with American negro colonization, and I do not believe it possible to get American negroes for the new cotton belt. We are sending out Americans to teach the natives cotton-growing, and must wait and see how the experiment turns out. The question of freight does not yet enter into the problem. The railroads and stepmships have agreed to transport African cotton free."

* * *

European buyers to all accounts seem to have had difficulty in securing stocks at current prices. Even for Spring delivery the concessions that they have been able to obtain thus far are trifling and scattered. The Economist says: "It is now generally agreed in importing circles that the cost of Spring stocks will average fully as high as the cost of Fall supplies, if not higher. Many buyers reduced the average on the latter by taking advantage of a temporary reaction in prices last May. The average cost of Spring stocks was materially increased by the large purchases made at top prices last August and September, There has been no opportunity since then to scale down. Bulk purchases must be made 6 or 8 months in advance of deliveries on a market so bare of accumulations. Manufacturers have the upper hand and the prospect now is that they will keep it until after initial purchases for Fall are made at least."

* * *

Many buyers have delayed purchases of medium and low-grade linen, union and cotton towels and towelings in the belief that the usual end-of-the-season accumulations would be sacrificed or that lower cotton or flax prices would force a decline in the goods. They have been disappointed thus far. Stocks of desirable goods of all varieties were never smaller and no decline in raw materials will affect prices this season or for early Spring deliveries.

* * *

In Manchester the linen branches are more active in the fancy sections than in other departments, coarse goods being very dull, with some looms on short time or stopped altogether.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
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GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP.

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

"A thing of beauty is a joy forever."—*Shakespeare.*

ARE YOU ANXIOUS FOR BUSINESS?

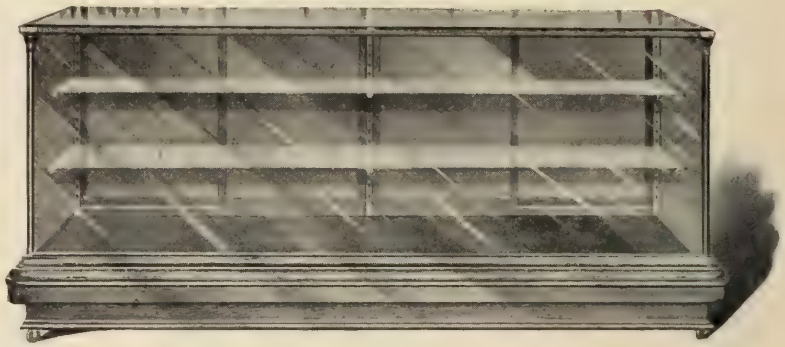
DO you believe in old methods or do you believe in having up-to-date ideas? If so, then let us fit up your store with . . . . . .

20th CENTURY CASES.

They will make your place a palace of beauty. Our

CORONATION FLOOR CASE

stands on the market to-day without parallel. Just look at this cut! Write for full particulars. Goods well shown are half sold.



Dominion Show Case Co. N. R. LINDSAY

TORONTO, CANADA. Office and Factory, 53 Richmond St E.

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60D.

is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

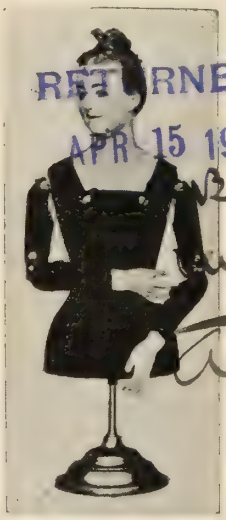
New models, low bust, prominent hips, perfect shapes. Sizes, 30 to 42-inch bust. Bust made of Papier Mache and covered with fast black Jersey Cloth.

Heavy Wire Skirt, Japanned Iron Base and Standard. The new slide support and the screw in the top are distinct features and make the figure rigid and strong.

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Office and Salesroom: 710 BROADWAY.

Factory: 89 and 91 West Third Street, **New York**



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Fine Wax Figures

Sole maker of Forms and Wax Figures in the Dominion.

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The dry goods trade offers an excellent field for well-wrapped parcels. A good trade mark for

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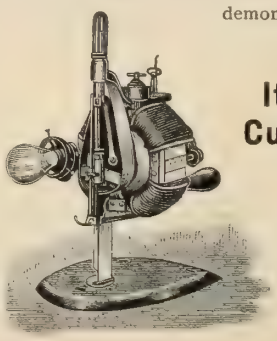
is to have all your parcels wrapped in the best wrapping paper, such as our Brown and Manilla, which always gives satisfaction.

FULL COUNT. FULL WEIGHT.

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THE EASTMAN ELECTRIC CLOTH CUTTING MACHINE produces more work and of a better quality than any other system of garment-cutting. Most aggressive manufacturers use it—that demonstrates the truth of our statement.



It Cuts { Shirts, Shirt Waists, Underwear, Skirts, Cloaks, Suits, Overalls, Fine Clothing.

Write us—

The EASTMAN MACHINE COMPANY, Limited,

247 Yonge St., Toronto, Canada.

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

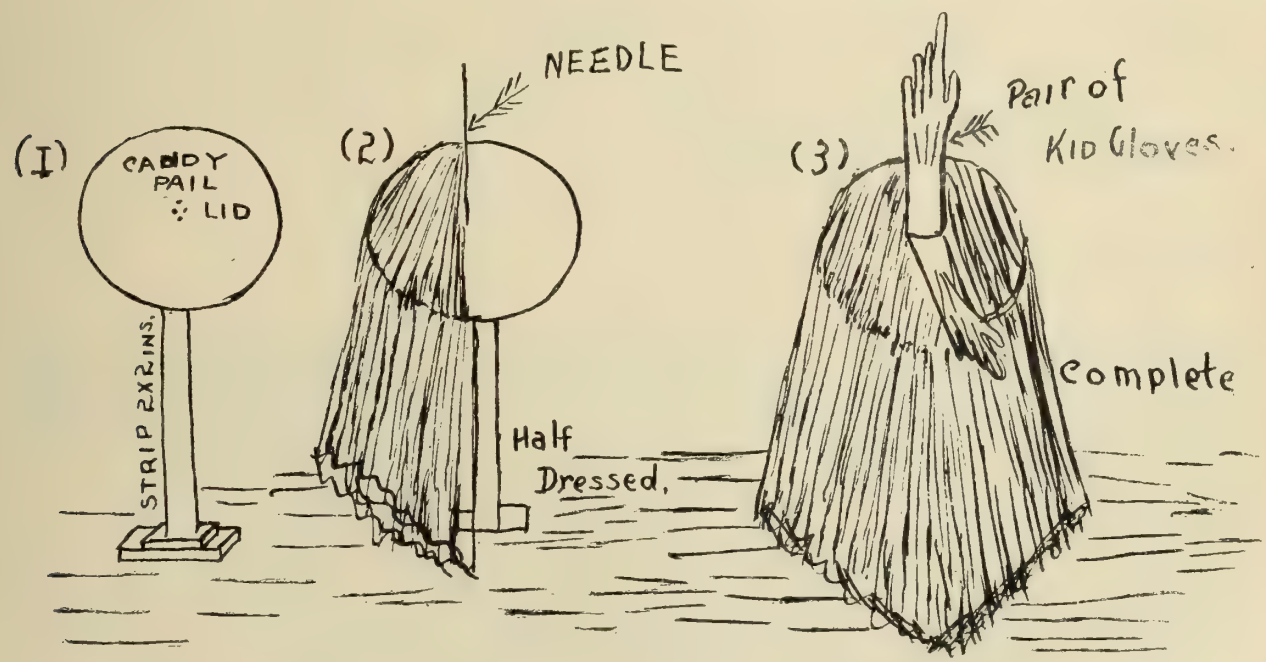
TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

A GROWING PROFESSION.

NO one will dispute the fact that the position of the window trimmer is one of responsibility. He must have rare intelligence and long practical experience to be a recognized success at his profession. Progressive merchants nowadays rate the attractiveness of the windows and interiors as equal in importance to complete and orderly stocks. Appearances count for as much as buying and selling capacity, and the decorator is as valuable a functionary in the mercantile business as the successful buyer or manager. The elaborate display is really not as necessary as it used to be except on special occasions, such as Easter, Christmas, and the Spring and Fall openings. As a general rule, windows carefully and neatly dressed are the ones that catch the eye and are the most remunerative. If a merchant advertises judiciously, trims the windows artistically, sells goods reasonably, success generally follows. Do not crowd the windows. Use, when possible, one class of goods at a time and few accessories. Make frequent changes. Give every department of the store a fair share of the windows, especially in dull times. Sometimes a great hit is made by a strong showing of apparently the least likely lot of goods that would stimulate sales. Though the profession is not an easy one, it is a great and growing one—growing rapidly, professionally, artistically. That's because the trimmer's work brings trade. It educates the public to think, and when you arouse the people to think, you inspire them to buy.

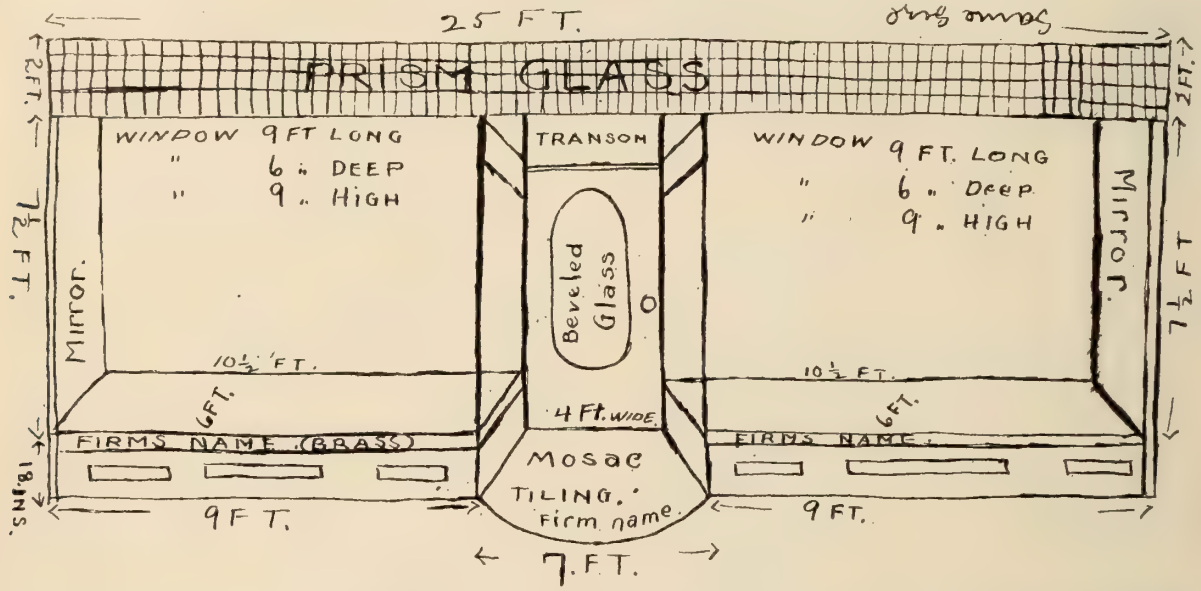
CONVENIENT DISPLAY STAND.

We present to our readers this month a display stand which is in use at the present time among trimmers in the big cities. For fabric draperies, such as dress goods, flannels, tailors' goods, it cannot be beaten. The rough sketch (No. 1) shows the stand itself. It is simply a wooden upright (they can be made in three or four heights) size, 2 x 2 inches, resting on a block support. The tops are candy-pail lids, or circular pieces of pine, about 12 inches in diameter, nailed on the slant. No. 2 shows the stand half draped with a piece of dress goods. Neat folds fall into place themselves if you lay it over flat over the circle. A knitting needle is driven into centre on which is a glove to match, or a lace collar, belt, etc. No. 3 shows the drape completed. These can be used in another way by turning the back of stand as it appears in the sketch, to the front, and working the cloth into folds with the fingers. A short time ago I had a very pretty trim of evening fabrics shown on these stands. The colors were very nicely blended and a piece of trimming to match was put tight around the circles, edge and circles allowed to hang to floor in front. On top (by aid of knitting needles) I placed an ostrich fan. It made a handsome trim and was very simply executed. This stand is a good one for showing men's suitings. I have also used them in displays of blankets, table covers, draperies, bed spreads, etc. The tops can also be made in oval shape, or square, or oblong, but I would advise the circular top, as it does not split as easily as the others.

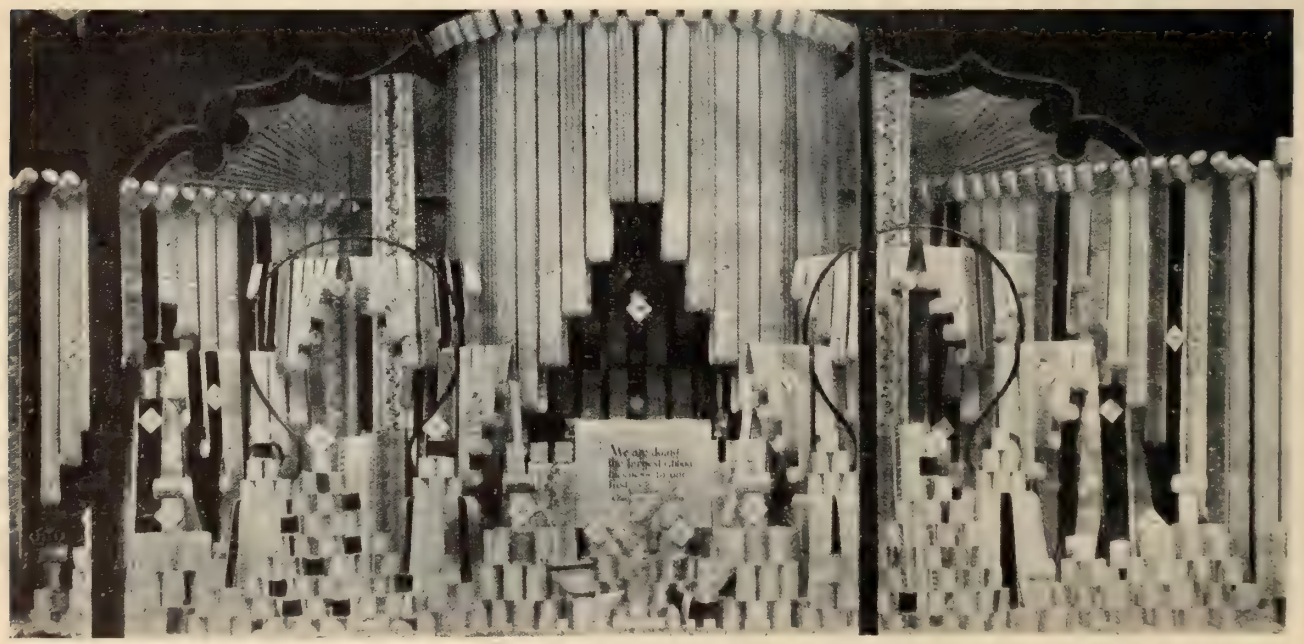


ANSWERS TO CORRESPONDENTS.

"M. and S.", St. John, N.B., ask for information and suggestions on arranging a store front. Store is 80 ft. deep and 25 feet wide. They state in their letter that back of store is well lighted, but that centre of store is not light enough. The rough drawing conveys my idea of the best means of laying out this front. According to this plan you could get two nice windows, 9 ft. high, 10½ ft. long at back and 6 ft. deep. The entrance could be made 7 ft. wide at street level, receding to 4 ft. at door, which would make a nice entrance. The front glasses could be 9 ft long and background of window would be 1½ ft. longer. Along the top of the frontage, prism glasses could be laid in. These magnify the light and would flood the interior with plenty of light. These should be 2 ft. wide. For backgrounds for the windows I would prefer a mirror the full length of the back, divided into two separate mirrors, one of which should slide so as to admit of entrance to and from the window. These mirrors should be 6 ft. high, with an oak or walnut cornice at top. Above this mirror glass should run to the ceiling. The space above the mirror to ceiling, where the glass goes, would be 3 ft. 6 inches in height. The light is thrown from the prisms, through the glass above the mirror into the store. The prism glass could be in sections, and one section should swing either on pivots or hinges so as it can be opened for ventilation at any time. This could be run from a cord inside the store. At the wall end of windows a mirror should be placed—a continuation of the mirror at back would be the proper thing. This end mirror heightens the effect of the trim and gives it immensity. The window floor should be 18 inches from street level. The firm's name in brass could run across the front of window, as indicated in drawing,



and below this a panelling in oak. The door might have an oval-bevelled plate-glass instead of the everyday style. The flooring of vestibule should be in fancy tiling, with the name of the firm inlaid. In Winter, storm-doors could be put on outside, flush with the front. These doors would be 3 ft. 6 inches wide (each), one to push in and the other to push out. Over the door should be a transom in prism glass, to work on a pivot so as it could be opened for ventilation. For lighting I would recommend the "Fink" method, which consists of a long trough-shaped reflector with incandescent lamps. The funnel-shaped reflector is all



A RIBBON WINDOW.

DUST SPOILS

more hats than age or fire. You wouldn't think of exposing your neckwear or shirt stock to the air and dust, and you certainly wouldn't put them in old paper boxes, five high, on the floor. Then why your hat stock ? Our new, patented cases are silent salesmen—the hats are always in sight and thoroughly protected.

WE CAN FILL ANY SPACE, BECAUSE WE MAKE THESE CABINETS IN ANY WIDTH REQUIRED, WITH TRANSPARENT CELLULOID FRONTS; ALSO GLASS FRONTS.

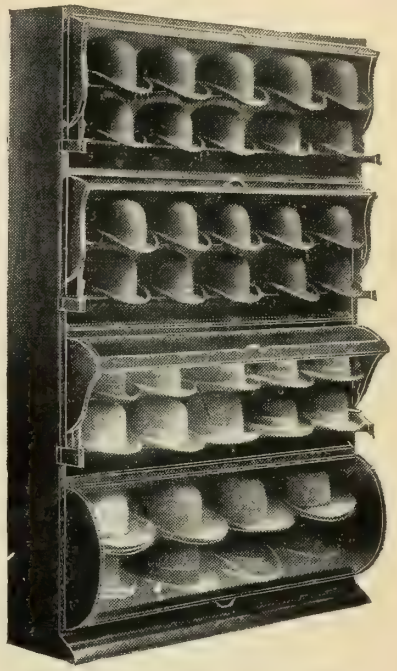
The dimensions of cases we keep in stock are as follows :

1-section, 18 in. in height; 2-section, 40 in.; 3-section, 58 in.; 4-section, 76 in. over all.

Length, 38 in. and 52 in., or shorter if desired. Extend from the wall 17 in. when the door is closed.

Take a good look at the cut and send for circulars and prices of the different dimensions of cases, either glass or celluloid front.

We would like some parties to handle our Canadian Patent on a royalty, or sell it outright.



Pat. in U. S. and Foreign Countries.

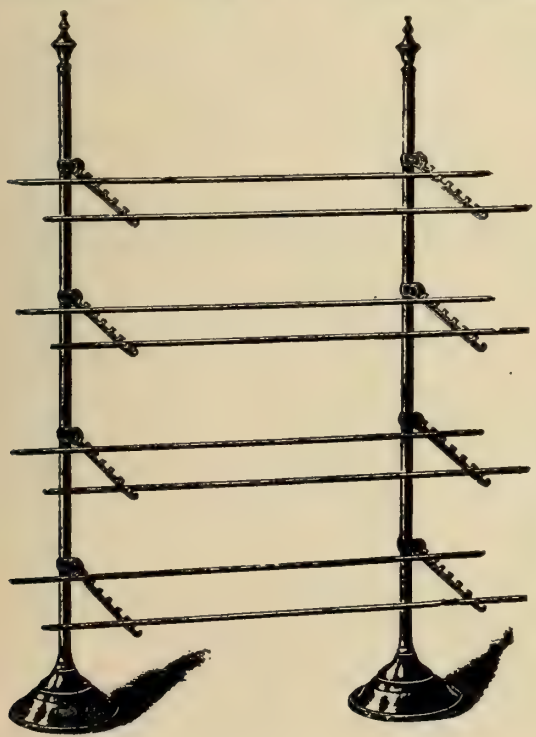
PENINSULAR CABINET CO.

SALESMEN WANTED

Flint, Michigan.

Please mention THE DRY GOODS REVIEW when enquiring.

DISPLAY FIXTURES



Your new Fall goods will look best if shown upon our up-to-date Fixture.

We carry a full line of Window and Counter Stands, Triplicate Mirrors, Glass Counters and Show Cases, Wax Figures and Forms, Mantle Racks, etc.

Clatworthy & Co.,

46 Richmond St. W., - Toronto, Ont.

Sold Again.

Last month we advertised a sale of the

Nattiest Store Fixtures in Canada

at prices

to suit the most exacting buyer. The result was most satisfactory, and our large factory has been extremely busy in turning out goods.

We manufacture everything on the premises, and can sell at prices which save you the middleman's profit.

It will pay you to send for our Catalogue.

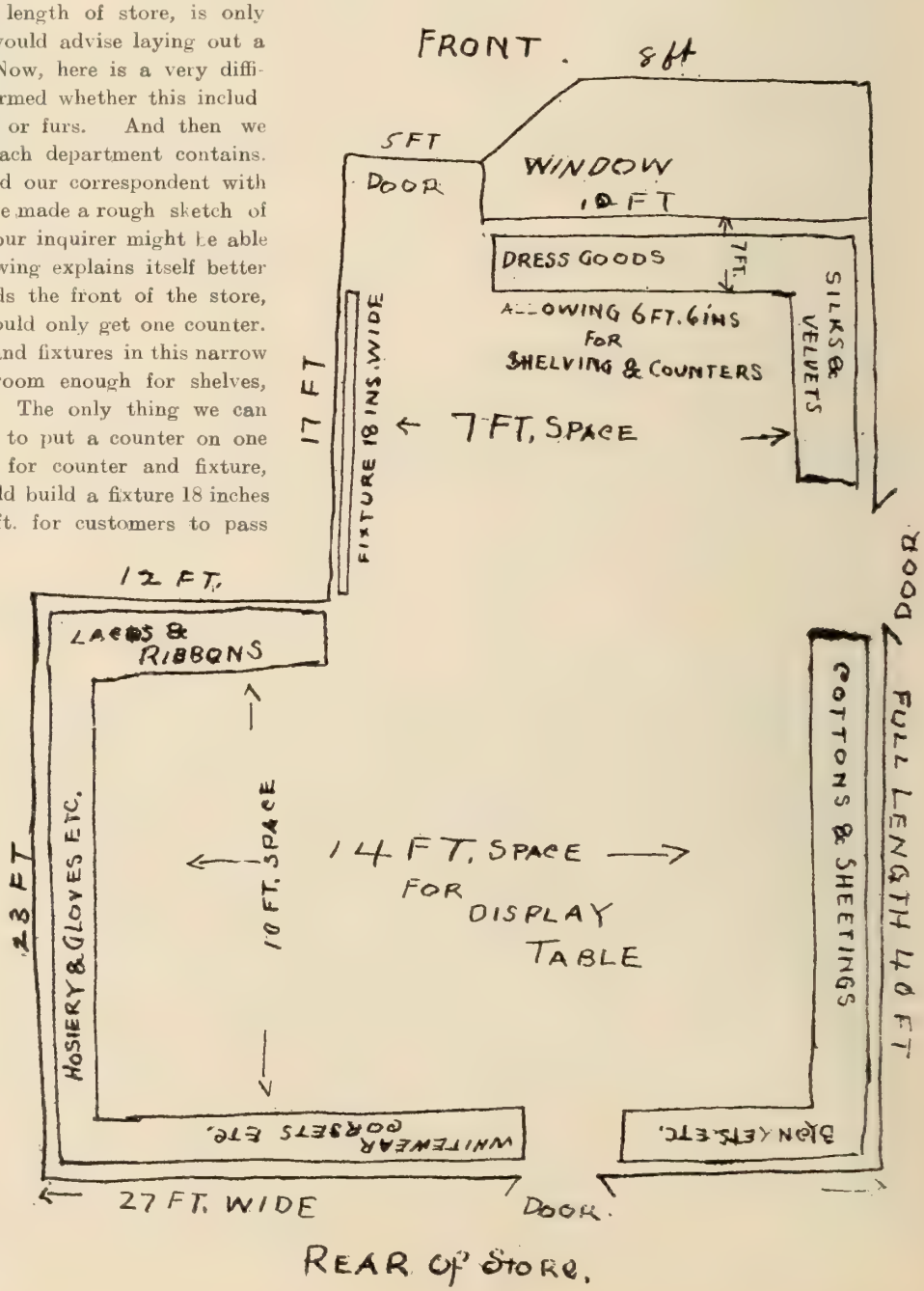
The Toronto Brass Mfg. Co.

93-95 Richmond St. West

Phone Main 814 TORONTO, ONT.

right provided there are enough of them. These reflectors should be attached to ceiling as near to the pane as possible. The light is thrown by means of these directly on the goods below and is evenly distributed provided the reflectors are turned straight down towards the floor. According to this plan, I don't see why (if you adopt this idea), how you could get a more up-to-date front out of the space you have. This plan will give you two good-sized windows and an ample-sized entrance, and you would have the interior excellently lighted. If any of our readers can see anything that would be an improvement over this description, "The Review" would be pleased to hear from them so that we might suggest the improvement to our inquirer. We trust our correspondent may find something in this plan that will suit his requirements.

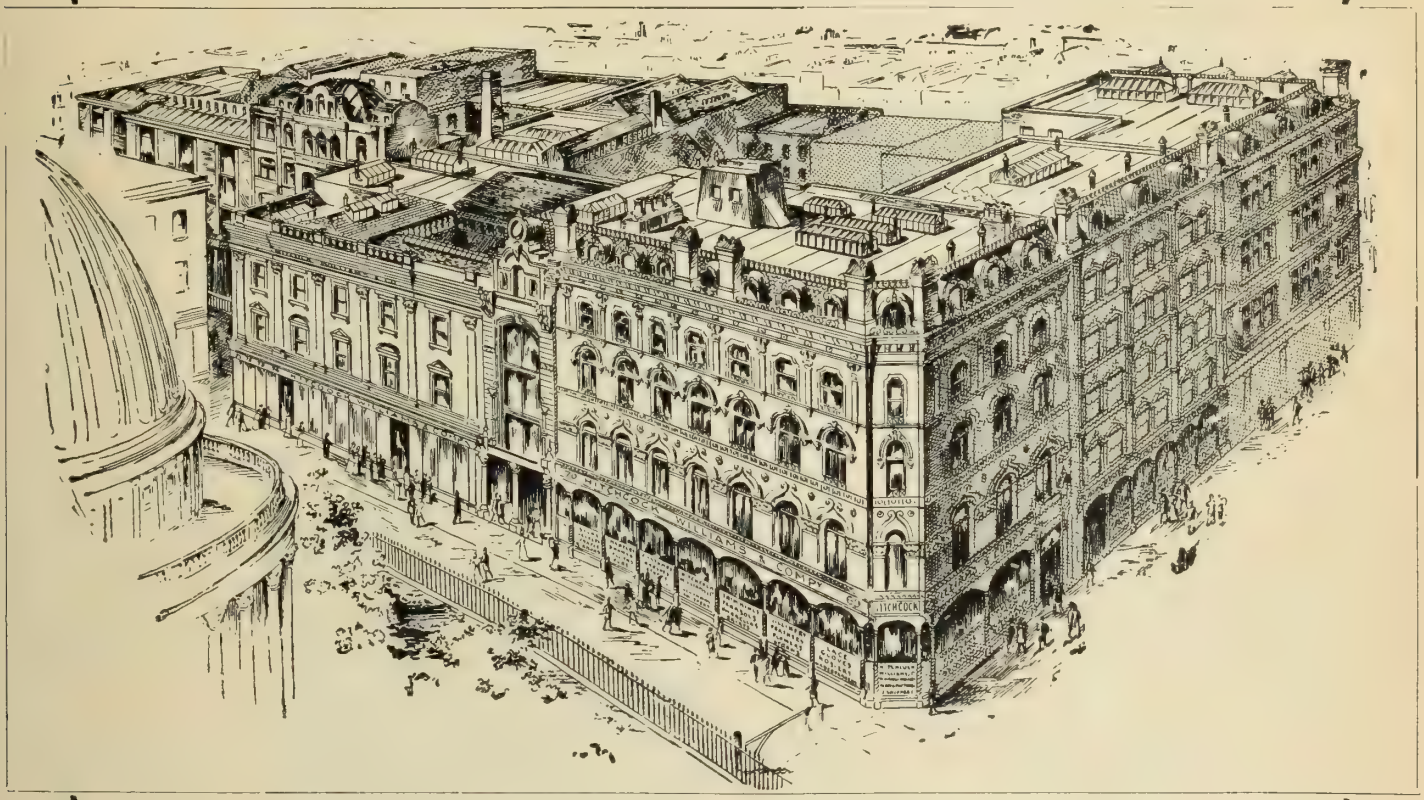
"G. R. A. & Sons," Chilliwack, B.C., require suggestions in arranging a stock of dry goods. They state their floor space for this purpose is 27 ft. wide and 40 ft. long. They also say that the space running from the front of store, nearly half-way down the entire length of store, is only about 15 ft. They ask how we would advise laying out a dry goods stock in this space. Now, here is a very difficult problem, as we were not informed whether this included jackets, mantles and millinery or furs. And then we have no idea what sized stock each department contains. We will do the best we can to aid our correspondent with what information we have. We have made a rough sketch of what might be done, from which our inquirer might be able to get an idea or two. The drawing explains itself better than we can describe it. Towards the front of the store, where it is only 15 ft. wide, we could only get one counter. You could not get two counters and fixtures in this narrow space, as 7 or 7½ ft. is little room enough for shelves, standing space and the counter. The only thing we can see that might be done would be to put a counter on one side of the wall, allowing 7 ft. for counter and fixture, and on the opposite wall you could build a fixture 18 inches wide. This would just leave 7 ft. for customers to pass between, which is small enough. The rest of the design explains our idea of what we think could be done with the space, but we fail to see how you could get even a small portion of what constitutes a general stock of dry goods into so small a space. However, we hope in our suggestions you may see something to your advantage. We would be pleased to aid you further in the matter if you could furnish us with a more minute idea of the layout of the store and the size of each line carried under the heading of dry goods. You also ask what the proper height and width of shelving and counters should be. I notice that the large stores in New York are all doing away with the high fixtures. Where there is ample room for laying out a stock, the fixtures should not be higher than 7 ft. The heights and widths of fixtures and counters depend pretty much on what department they are for. Shelves for a dress-goods counter should be 7 ft. high and 2 ft. wide. Counters for dress goods should be about 3 ft. 6 inches high and 2 ft. 6 in. wide. Other counters can be made much narrower, by, say, about 6 inches, but 3 ft. 6 in. is the general height. H. H.



Make your price-tickets individual; that is, select a form of card and a type to which you can adhere, which the public will recognize as a sort of trade mark of your store. Do not attempt anything fancy or elaborate. Leave this to the popular-priced establishment, which can use such ideas both consistently and with profit.

Where prices agree it is usually pressumed that the quality is about the same, in which case a few cards can be made to serve a good purpose by grouping like qualities of merchandise and attaching one price or descriptive card to the group. The method will greatly enhance the high-toned effect for which you are striving.

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application

Our Mr. Cliffe visits Canada twice a year. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

Menzie Mfg. Company

LIMITED

TORONTO Canada

Window Shades.

Curtain Poles.

Brass Goods.

Art Furniture.

Grilles.

Screens.

Easels, Etc.



We manufacture the celebrated

"HIAWATHA" OPAQUE SHADINGS

which are unexcelled for opacity, durability and smoothness of finish.

A beautiful assortment of Laces always in stock.
Write for catalogue and color book.

MENZIE MFG. CO., LIMITED
TORONTO.

Factories :
KING STREET SUBWAY.

Carpets
Curtains
Wall Paper
Crockery

HOUSEFURNISHINGS AND DECORATION

Art-
Furniture
Upholstery
Decoration

IMMEDIATELY after the issue of the November edition we announced to the trade, through letters, that an experienced man had been chosen to edit a special department to deal exclusively with housefurnishings, in their different branches, and decoration. We were impelled to this step by the decided increase in the carpet and curtain trade during the past year, and by the fact that at the present time home decoration is as important a part of the household work, and therefore of the trade of the supply house, as the barest necessities.

* * *

We have noticed with pleasure this artistic progress gradually compelling a great part of the attention of all classes of citizens, and we think that by collecting thoughts from home and abroad, and by working out original ideas, we may help to bring the trade to a definite platform, as it were, and thus curb to some extent the possible tendency of retailers and manufacturers to individual tastes and styles.

* * *

To quote from the circular: "Through this department, and the advertising matter in connection with it, wholesalers and manufacturers will be kept in close touch with the styles and novelties of other manufacturers the world over, as well as the retailer with the supply house.

* * *

"Two important features will be the illustrations of current styles and original designs, and the brightness and reliability of the reading matter."

* * *

In addition to this, it will easily be seen that the furnisher and decorator, who is "up in" the new styles, and can place and arrange with good effect the wares he sells, has an advantage over the ordinary dealer that cannot be overestimated. We will, therefore, endeavor to be of real value to him in hints on the latest styles and on symmetry and suitability of design; in other words, we will assist him to become a beautifier rather than a mere salesman and "deliverer."

* * *

As we are desirous of giving the most help we can, we would assure retailers, wholesalers, and manufacturers that questions and suggestions addressed to "Housefurnishings and Decoration, THE DRY GOODS REVIEW, will receive the personal attention of the head of the department, who will be glad to receive also any news or events of interest to the trade.

IN respect to the Galt carpet trouble, THE REVIEW is in receipt of a letter from Mr. Burrows stating his side of the case, and, as the old adage says, "one tale is good until another is told." His letter puts the matter in a very different light. He states that according to agreement the town was to have had the factory ready by February, to enable him to enter the market for the Spring trade, which is the important season in the carpet world. Instead of February, it was the middle of May when he got possession, and the building was left in a very crude state, the earth from the foundations being frozen in the middle of the basement and having to be removed before the dyeing and drying rooms and other plant could be installed.

This and other work caused both unnecessary delay and expense.

Mr. Burrows maintains that as the town had the letting of the contract and the overseeing of the work on the factory, they were responsible for his failure to be ready for the Spring trade, and the consequent embarrassments in respect to borrowed money, etc.; that it was during his absence arranging money matters that the council took forcible possession and sold the building.

Another damaging influence has been the circulation of false rumors, which have no doubt been instrumental in retarding the progress of this concern, certain ones making themselves so interested as to carry these rumors to the bank officials and causing much prejudice and ill-feeling. Mr. Burrows has been manufacturing in Guelph for 19 years, and has an excellent reputation there for honesty and uprightness, never having had any trouble whatever. He has a trade connection from the Atlantic to the Pacific, and his management has stood the test of competition all these years. He had the capital at his disposal for carrying on the Galt business, when the town, by its arbitrary action in selling the factory, defeated his plans. Regarding the allegation that at no time did he employ the requisite number of hands, Mr. Burrows states that in the short time after the building was finished they paid out $700, not including salaries, and he claims that while it was impossible to start up with a full staff of workpeople, owing to the time the factory was finished, the sum paid out in wages would employ over 25 hands, counting from June 1.

Considered from these facts Mr. Burrows was certainly at a disadvantage in commencing work at the time he did, and under the existing circumstances, and we consider it very unfortunate both for the town of Galt and Mr. Burrows that he was unable to make a success of the business at that time. With his experience in the carpet business he would undoubtedly have built up an enterprise resulting in great profit to the town.

CARPETS.

FOR the Spring of 1903 patterns are still conventional in design, but flowers are being gradually worked in more and more. Designs of Turkish effect are among the new quick sellers in ingrains. Colors will be lighter in tone. Prices in wools remain the same as the last season, in spite of the raise of 2½c. in the United States. Cottons are somewhat higher.

A RUG DISPLAY RACK.

Take a number of rods as long as the breadth of a rug and attach them end to end like a screen, so they will close and open. Fasten the rugs to these rods and a screw-eye in the middle of each rod. String a wire cable through the screw-eyes, and the rods can then be strung out for display or closed up.

A FEW "DON'TS" FOR CARPET DEALERS.

Don't leave it too late to buy.
Don't buy too many qualities.
Don't buy to suit your own taste only.
Don't put much money in cheap qualities.
Don't order from samples at night.
Don't attempt to do business from samples.
Don't place carpets outside the door for display.
Don't show carpets anywhere but on the floor.
Don't buy all one color because it is the popular shade.
Don't confine yourself to conventional designs.
Don't buy too little; it's worse than buying too much.
Don't buy without considering the length of the pattern.
Don't fail to have a separate place for carpets, if only 6x8.
Don't snub the traveller when he makes a suggestion.
Don't think that what will not sell one year will not sell another.
Don't tell a customer what she is buying is not in style.
Don't show a customer too many rolls, which means,
Don't persist in showing after your customer is satisfied.
Don't think your supply house is "doing" you if his prices go up next season.
Don't think your memory will never deceive you from time of buying to time of receiving.
Don't allow a supply house to "sub." your order without first asking your permission.
Don't fail to consult these columns for a fuller article on each "don't" and for items that will assist you in your business.

NOTES.

A large new factory for manufacturing a distinctively high-grade Axminster fabric is being erected at Auburn, N.Y.

Philadelphia and vicinity employ three-eighths of the capital invested in carpets in the United States, and produce nearly one-half of the total value.

A man in London, England, has a mania for india-rubber mats, having recently been convicted for the third time for stealing them from office doors. As some of the mats weighed over 50 lb., the thief had to take a wheelbarrow in which to put them.

The most phenomenal case of nerve known on the American continent is reported from Wichita. A rug peddler called several times at a house and found the people away from home. At last, he wrote and pinned this note on the door: "Madame,—Kindly remain at home to-morrow afternoon. I want to sell you a rug."—Ex.

A Philadelphian rug collector wishes to sell a Persian rug that cost him $350 for $75, because the figure of a woman which appears in the pattern can be seen only at certain angles. The names and addresses of several buyers could be furnished, provided each could place any woman he wishes in the rug.

ART FURNITURE AND UPHOLSTERY.

THAT country will take precedence in the future rivalry which makes such provision for the training of its masess as will bring out every native talent it possesses. It may be that a genius will forge his way to the front, however lowly born he may be, and however smothered in disabilities; but it is not the geniuses so much as the men of special aptitude who are wanted, and for their development opportunity and the means of self-advancement must be furnished. No country can live on its geniuses; they are too rare. We get a Rhodes once in a century—once in half a century at the most; the work of the pioneers in commercial expansion must be taken up and carried on by trained men, or fall short of its full fruition. Great chemists appear but seldom; chemistry as a science is a daily handmaid of industry and a source of national wealth. The originator of a "style" in furniture or any other applied art is but one in many millions, but of what avail is he if there are none trained to the art of designing who can apply his principles intelligently?—The London Furniture Record.

TO RENEW WORN LEATHER.

An exchange gives the following method of renewing worn leather: First, thoroughly clean the leather with soap and water, rinse and let dry or almost so, after which rub over with a pad dipped in spirit, to remove what dirt the soap and water missed. When quite dry the leather can be dyed somewhat darker, so as to conceal the want of uniformity from wear. To obtain a brown color, dissolve some Bismarck brown J extra in about 250 times its weight of water, and about 12 times as much bichromate in 25 times its weight of water in another vessel. Dampen the leather with warm water, and bichromate is applied with a pad, then dye solution is brushed on. Dry the leather in a warm room, not in the sun. When dry polish the leather with one-quarter vinegar and three-quarters boiled oil. A supplementary polish may be given by seven ounces of white soap boiled in a quart of water, with four ounces of buttermilk and three of neatsfoot oil stirred in.

NOTES.

Mercerized goods are rapidly taking the place of silks in upholstery.

Feathers of the different grades have advanced in price in the United States 2 to 5c. a pound.

The Pantasote Company say of pantasote: "It is proof against fire or water, and is grease-proof and stain-proof as well. It looks exactly like morocco, wears better, and costs only half as much. It will not rot, crack or stiffen, and is not affected by heat, cold or weather." That was all they could think of, but it makes me feel that Providence invented epidermis just about 6,000 years too soon—before advantage could be taken of modern improvements and inventions.

GEO. H. HEES, SON & Co.

Lace Curtains

OUR Lace Curtain Sales have been increasing by leaps and bounds. The reason is, by ordering from the European factories immense quantities we are able to buy them at specially low prices.

Last year we placed orders for over one hundred thousand pairs and had to cable repeats over and over again.

Where the jobber who does not make a specialty of these staple quick-selling goods place orders for hundreds of pairs, we, by having twelve travellers on the road calling at every nook and corner of the Dominion, are able to place orders for thousands of pairs. It is well known that where looms are kept almost constantly running on a pattern the cost of production is greatly reduced, and that is the secret of our advantage in buying. Buying right and selling right enables us to handle such immense quantities of Lace Curtains that many dealers who formerly imported them direct now find it more profitable to buy from us. Another great advantage of buying of us is that when the retailer finds he has bought some unusually good sellers he can repeat his orders and get prompt deliveries out of our stock right here at home.

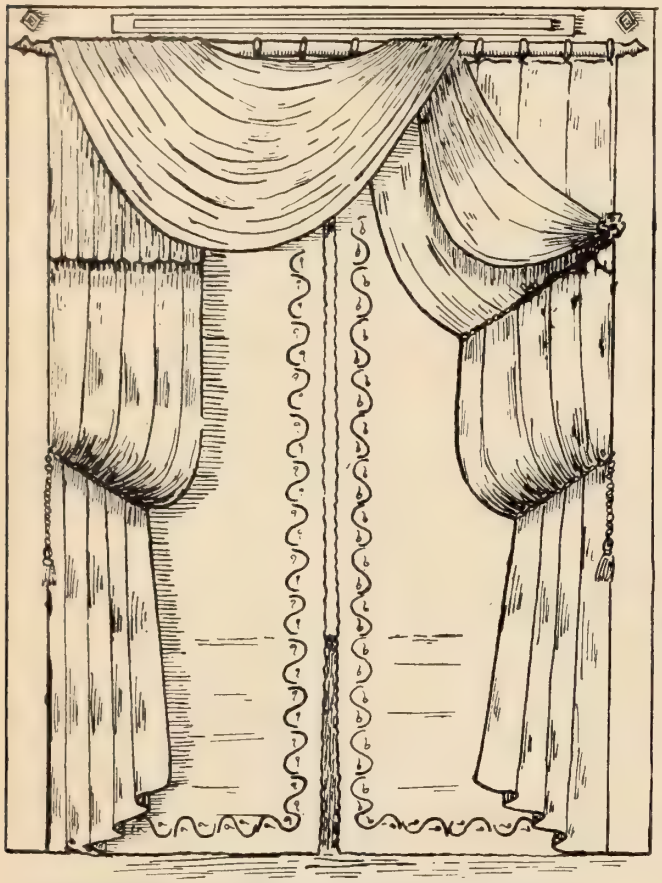
N.B.—We are placing orders for over **one hundred and fifty thousand** pairs of Lace Curtains for the Fall and Spring trade.

GEO. H. HEES, SON & Co.

71 BAY STREET, TORONTO

CURTAINS.

IT has been some generations since tapestries were as popular as they are at the present time. The old weaves, no matter what they are used for, whether screens, wall hangings, panels or pictures, are in such demand that the prices are higher than ever. Even the poorer classes prize whatever



Original design for curtain or door draping. Over drape is of a light silk, and the drop curtain of brocaded silk or damask, although for doorway the whole material may also be of rep or chenille.

modern cheap weaves they can afford to procure as their principal possessions. The clean, restful, rich effect of any kind of tapestry is generally admitted, although some of the modern productions could not be called works of art.

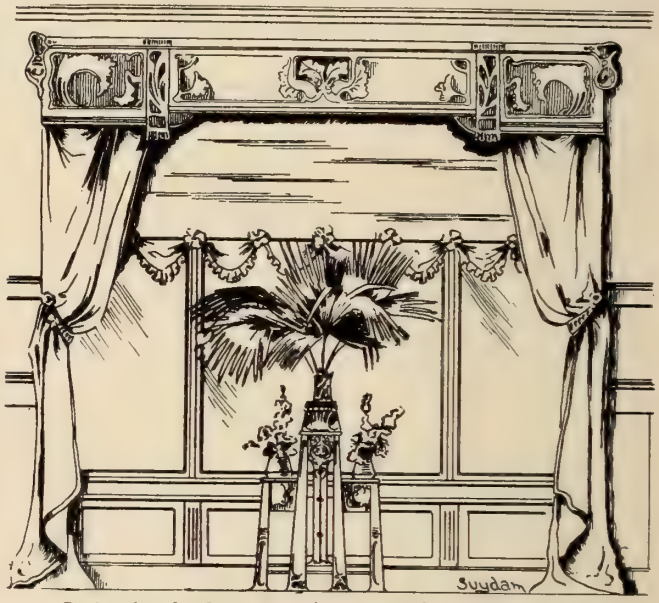
STYLES ACROSS THE BORDER.

Some new curtains manufactured in the United States consist of Gordon rep and goods with small figures and solid colors, with both Russian and velour borders 2½ inches from the edge, giving a striking and rich effect. The edges are lapped over and the corners mitred, thus giving body to the draping.

Other patterns are a lace-effect border woven in cable cotton figures, a Gobelin with a fine rep ground with bright figures, and a basketweave silk ground with mercerized figures.

NOTES.

Rev. John Alexander Dowie and his lace mills are reported to be in financial straits. Some time ago he declared himself worth $15,000,000, but now several firms are closing on him. Curtain manufactueers in the United States never looked on him as a serious competitor, although the Rev. John brought over one of the best lace-makers in Scotland, and recent



Design for the decoration of a very wide window, using an applique valance. Prize design, by M. Biegler, in The Deutschen Tapezierer Zeitung.

events have brought out the fact that Westerners will not buy his products. His plant is valuable, and there is no doubt that, in case Mr. Dowie has to sell out, numerous bidders will be found.

A man in New York is held in $500 bail for trial, charged with taking samples of exclusive design from a former employer to a rival firm.

T. A. Mitchell, manager of the carpet and curtain department for John Macdonald & Co., spent a few days last month in Chicago picking up new patterns and ideas for his department.

CROCKERY AND GLASSWARE.

BY THE time this reaches our readers they will have received at least a part of their Christmas orders of glass, china and art goods. At the present time the demand for this class of goods is so great that no Christmas stock is complete without a good display.

Although the popularity of china bric-a-brac, such as figures of men and animals, etc., has long since died out, its place in the popular favor has been more than filled by a line of Christmas presents, consisting of cups, saucers, plates and various pieces of chinaware — Coalport, Royal Worcester, Crown Derby, Dresden, Limoges, etc.—and statuettes.

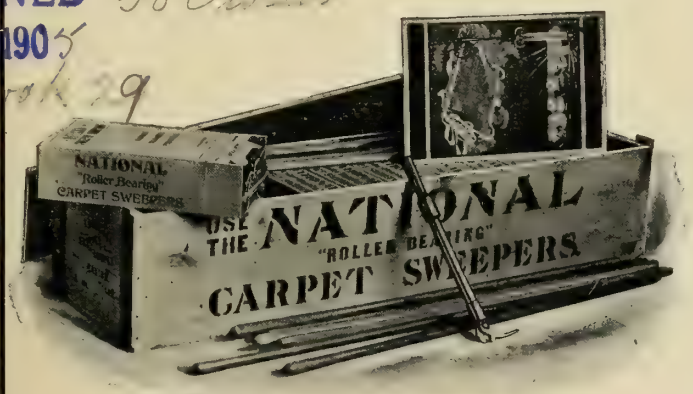
The dealer should be very careful in his selection of these, as a large choice isn't essential to successful sales; a few fairly good pieces are preferable both for store decoration and for value given, than a great variety of inexpensive knick-knacks, that cheapen the store, tire the eye, and give no satisfaction to the customer when bought.

An important feature in the handling of these goods is the method employed to display them. A good plan is to have tables labelled "10c.", "15c.", "25c.", and so on. These should be altered every morning, by additions, if possible, or at least in arrangement. A very effective appearance is obtained by using racks and easels, as a plate on a wire easel is seen to far better advantage than when lying flat. Then, too, there are numerous places in a store where an easel will assist in the general decoration, without interfering with business. A table of statuary and another of cut glass in a window, with nothing else but a few draped curtains and a dark-colored carpet, makes a pleasing display.

Small fancy clocks, ink bottles, smoking necessaries, photo frames, sofa cushions and pillow-tops, burnt-wood and leather goods, are attractive, quick-selling Christmas presents and are seasonable at all times of the year, although they should be shown at intervals only, after the holiday trade is over.

RETURNED To Owner
EB 3 1905

From Start to Finish



From the selection of the materials in the rough and every operation necessary to complete the parts, our sole idea is to make our line as near perfection as possible. Even our method of packing our goods is superior. No detail is too small for our most careful consideration. We are satisfied, but the best evidence of our success is the substantial support we have received from the trade.

NATIONAL "ROLLER BEARING" CARPET SWEEPERS

are more than fifty per cent. (50%) easier running than any other sweeper manufactured. Extremely simple, yet substantially made in every detail. Our Steel Handle Ferrule is perfect for the purposes intended. Each sweeper packed in a patented carton. ***There is still time to take advantage of our liberal Holiday offer.***

NATIONAL SWEEPER COMPANY

Canadian Sales Agents, P. R. CUMMING MFG. CO., Limited, CLARKSBURG, ONT., CAN.

Marion, Ind.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

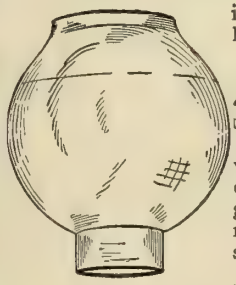
Selling Agent

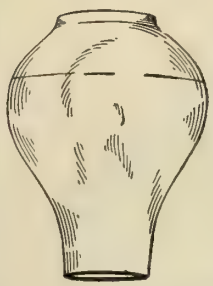
W. B. STEWART

27 Front Street West, TORONTO

OUR TRADE A MARK — AUER LIGHT MANTLES LONGEST LIFE & BRIGHTEST — OUR TRADE A MARK

Our Chief Business





is making mantles that last the longest and give the most light. A is indelibly branded on the best mantles made.

Our factory is equipped with up-to-date appliances; our output is the largest; our goods the most reliable—We use nickel steel wire supports.

We handle other goods, in such quantities that we can quote you lower prices than you can import them for. No charge for cases or packing.





Write for our quotations on:

HIGH GALLERIES } Best
LOW " } Quality
HIGH GALLERIES } 2nd
LOW " } Quality
STRAIGHT CHIMNEYS
BARREL "
MICA "
MICA CANOPIES
OPAL SHADES PEAR GLOBES
APPLE GLOBES SUNDRIES

AUER LIGHT CO., - MONTREAL.

RETURNED
MAY 12 1904

The
WATSON FOSTER CO.
LIMITED
MONTREAL

RETURNED
MAY 12 1904



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

RETURNED
MAY 12 1904

YOUR BUSINESS THIS SEASON SHOULD BE BETTER THAN LAST YEAR.

YOUR ENERGY AND OUR GOODS SHOULD MAKE IT SO.

IF NECESSARY, WE CAN OFFER YOU EFFECTIVE AND VALUABLE ADVERTISING MATERIAL — READY FOR YOUR MAILING.

WE ARE ANXIOUS TO CORRESPOND WITH ANY DEALER IN OUR WALL PAPERS WHO IS NOT SURE OF HIS FUTURE INCREASED SUCCESS, AND PLACE OUR ADVICE AND PRACTICAL ASSISTANCE AT HIS DISPOSAL

DECIDE TO GIVE YOUR WALL PAPER BUSINESS AN EXTRA PUSH THIS YEAR. IT WILL RESPOND IN SALES AND PROFITS TO EVERY WELL-DIRECTED EFFORT.

DECEMBER 1902.



PRINTING BY MAIL.

We make a specialty of filling Mail Orders for all kinds of printing, and we do it **cheap.**

1,000 GOOD WHITE BUSINESS ENVELOPES for $1.00, any printing.

1,000 Official No. 10 Envelopes printed for $1.75.
Noteheads Billheads, Statements, $1.50 per 1,000.

WEESE & CO., Jobbers, 54 Yonge St., **Toronto.**

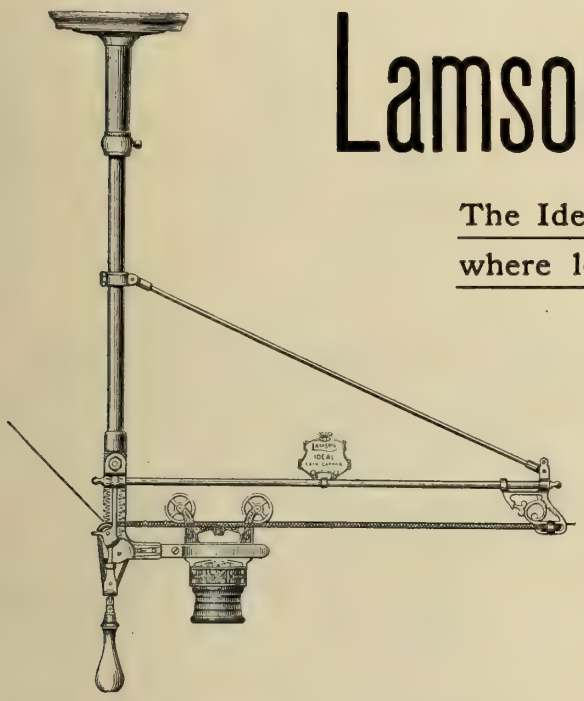
THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives promp and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1985.



Lamson Ideal Cash Carrier

The Ideal Cash Carrier for medium-size stores where level lines can be used to advantage.

CHEAP AND EFFICIENT.

Write for particulars.

FRED'K C. CUTTING, 117-119 Simcoe St., **TORONTO, ONT.**

—MADE IN CANADA—

—Oil Cloths—

Be Patriotic, and at same time get best value, by purchasing Canadian-made Oil Cloths.

WE SHOW SELECT AND UP-TO-DATE PATTERNS in

Floor Oil Cloth—3 qualities—$^4/_4$ to $^{10}/_4$ wide.
Canvas and Painted Back Stair Cloth
Mats or Rugs—All sizes.

Table Oil Cloth.
Cotton and Duck Back
Enamelled Stair Cloth.

Enamelled Muslins, Drills and Ducks.
Decorative Burlaps.

The attention of dealers is called to the advantage of handling Canadian-made goods. It is worth money to get your orders and repeats filled promptly.

We have large producing facilities and give satisfactory deliveries.

The Dominion Oil Cloth Co., Limited, Montreal

DECORATION.

"A design should be beautiful in itself, and never have to depend upon exterior decorations to conceal its imperfections."—Henri Mayeux in La Composition Decorative.

IT IS our aim to assist the decorator in his work and therefore we feel we cannot be too minute in our descriptions.

As the decoration of houses is being transferred almost entirely into the hands of the decorator, he cannot make too close a study of the art, in order that he may commence with a definite plan, know how to work out that plan and be able to do it cheaply.

Among other articles of interest will appear each month designs for the artistic decoration and arrangement of the various rooms in a house, and unlike the average descriptions, they will be of as much assistance in the beautifying of the cottage, as of the mansion.

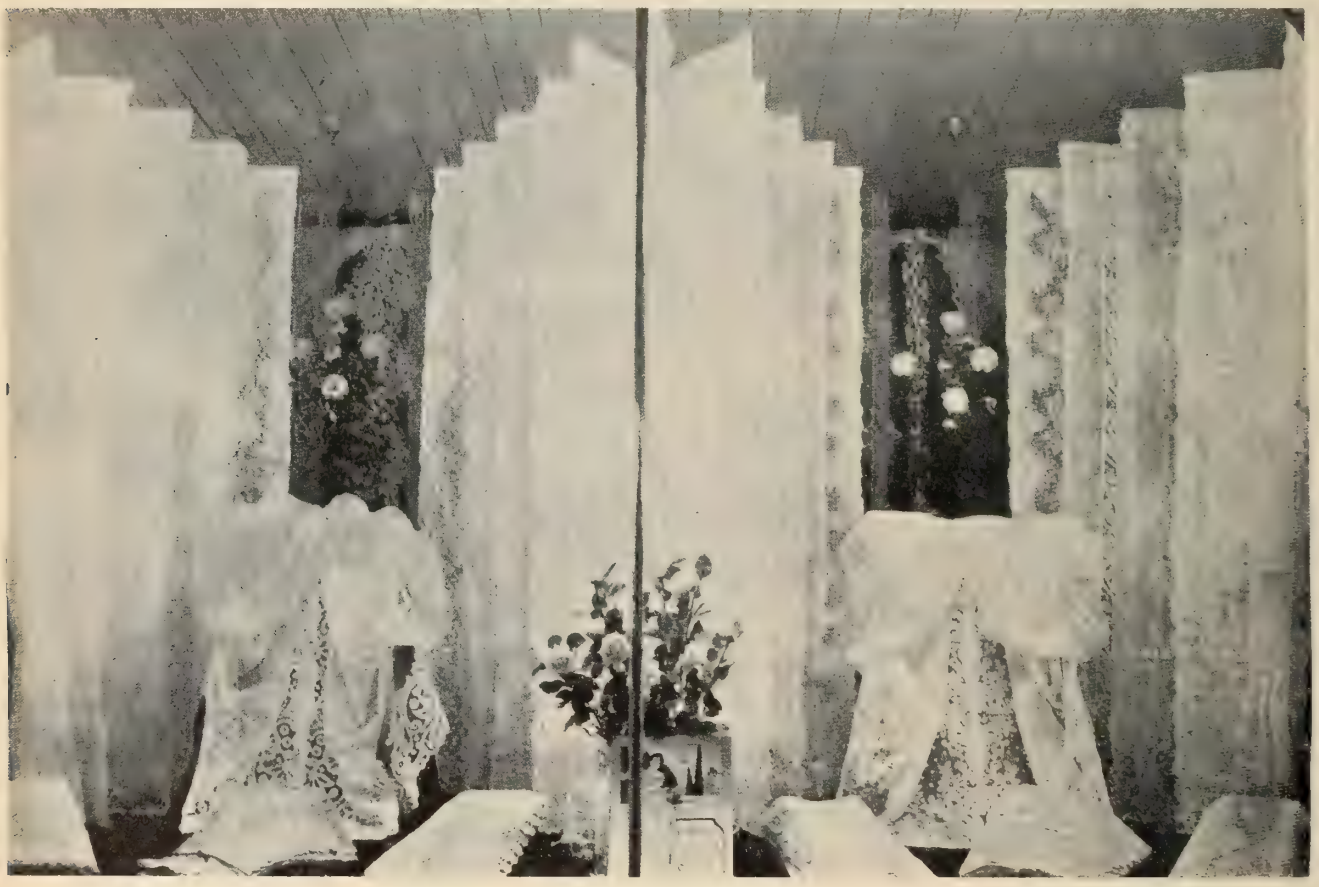
In this connection we may say that, in our opinion, decoration receives entirely too little attention in the country, and the exclamation, "Oh! that's all right for the city" is, in the majority of cases, not the fault of the article under consideration, but of the small value often attached, in country life, to anything other than eating and sleeping. This carelessness is gradually passing away however, and of late decorative attempts that are really works of art may be seen.

obtained not by sacrificing simplicity and common sense, but by closely observing the demands of both.

There are two forms of decoration for rooms; ornament applied superfically, completely ignoring scructure, or the architectural features themselves. In these days, unfortunately, the architectural structure of a room plays a decidedly secondary part in its ornamentation, while the mere outside decoration is considered the all-important. As a regrettable result, houses are erected with regard only to the relation and position of the rooms, and the builder trusts entirely to the decorator to make the interior presentable.

A really artistic decorator knows the importance of the architect's art in the perfect adornment of a room, and realizes that the result of his work depends very much upon the finish of the room when it left the architect's hands.

In fact, the art of the decorator to be successful requires as much attention to detail on the part of the architect as his own designs. The decorator is forced, moreover, to obtain his idea of good results from the plans of someone, who being the owner of the house, considers his wishes only as important, forgetting that the decorator is judged by the work he produces, not by its conformity to the tastes of the owner.



A CURTAIN DISPLAY WINDOW.

THE ARCHITECT FIRST; THEN THE DECORATOR.

An innate love of decoration has ever been native to human breast. Even the lower animals have a strong instinct for color and effect. Unlike many other instincts, however, it is not in its natural state that decoration is in its highest development of art. The idea of decoration in the Indian, the South Sea Islander, the African takes the form only of separate colors and volume; in latter-day artistic decorators, volume counts as nothing except in its relation to proportion, and color very little in its single form.

The chief decorative values of the interior are proportion and the relation of voids to masses, and the surest effects are

NOTES.

An exchange tells the story of Andrew White when United States Ambassador to Germany. He received a letter from an old woman, enclosing some small pieces of linen, and the following: "We are going to give a fair in our church, and I am making an autograph quilt. I want you to get me the autographs of the Emperor, the Empress and the Crown Prince, and tell them all to be very careful not to write too near the edge of the squares, as a seam has to be allowed for putting them together."

The W. R. Brock Company, (Limited)

TORONTO.

Department E

Carpets and House Furnishings

Business in this Department for Spring already shows a most substantial increase. Some of the many reasons are :

I. The exclusive designs and remarkable value in all makes of **Carpets, Rugs, Mats** and **Squares.**

II. The exceptional prices quoted and patterns shown in **Linoleums** and **Floor Oil Cloths.**

III. The magnificent range of samples in **Lace Curtains** and the extra attractive lines to retail at popular prices.

IV. The unlimited variety of styles and qualities in **Art Muslins, Cretonnes, Sateens, Twilled Muslins,** etc., and all classes of **Material** for **Drapery** and covering purposes.

Samples sent on application almost invariably result in business mutually beneficial.



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

"Our Country's welfare is our first concern, and who promotes that best, best proves his duty."—HAVARD.

I OFTEN wonder if progressive and conscientious advertisers ever consider how much good they are doing commercially for the advancement of their country. Advertising in Canada has not only created new industries all over the Dominion, but it has greatly added to Canada's wealth. Advertisements, in addition to being an educative power to the home-born citizen, help to instruct and elevate the foreign population, who thereby gain a better idea of their adopted country and teach foreigners the advantage of using the goods they find in this country and the profit there is in adopting modern western methods. Advertisements ofttimes put them on the road to fortune.

* * *

Canadian railroad advertising has induced thousands of United Statesers (I do not think our cousins across the border have the sole right to the use of the term "Americans" any more than Russians would have to the exclusive use of the term Europeans) and other foreigners to visit our picturesque country, the result being a large influx of population which has been of unquestionable advantage to the Dominion. There is room, however, for much improvement and development of this line of advertising from which our country should reap much larger advantage.

Good Detroit Display.

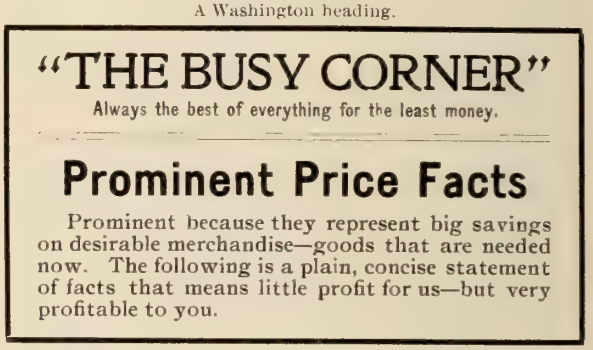


That remarkably gifted writer, Thomas McQueen, who will long be remembered as indefatigably trying to build up a native literature amongst us, often ended his eloquent editorials with the earnest appeal, "Will nobody write a few songs for Canada?" Well, there are Canadian song-writers and there are Canadian ad.-writers, and the latter are also nobly doing their part for their country.

Advertisement-Writing a Business of Itself

At the passing of the year, we, who are interested in advertising, naturally look back to the short age of the ad. and its wonderful evolution. Fifteen or twenty years ago advertising was largely a mystery to the Canadian merchant. He was, however, regarding it seriously, much as he might contemplate some new business venture—as an experiment. Then, there suddenly sprang into bloom the advertising writer to preach the

A Washington heading.



new gospel of advertising. Most wise men have come from the East, yet I have reason to believe that the advertising specialist, like young Lochinvar, came out of the west. That he has preached his gospel well, and that he is here to stay, is well evidenced by the fact that he is here now and "talkin' yet." He is here, firstly, because it taxes the ability of the merchant or the manufacturer to know his own business. It is not to be expected that he should know another business in addition. The business of advertisement-writing is decidedly a business—I was about to say a profession. Advertising is no small thing to be trifled with. If handled carelessly or injudiciously it may mean the sinking of many dollars, even small fortunes. On the other hand, good advertising backed up by the right kind of storekeeping saves money by building business and building it thoroughly. Secondly, the art of newspaper-making is studied from an interior point of view by the advertisement-writer. He has to do this to know his business. He has to learn all about type—what styles go harmoniously together—when to use borders—when not to use them—whether or not a line will "come in" in a certain size and style, and last, but not least, how to write good, common-sense English and convert it into convincing talk to interest purchasers.

* * *

What manufacturer himself would have time to sit down and think out such splendid and unique advertising as the Sapolio "Spotless Town" literature of Artemus Ward, or the famous "Jim Dumps" Force Food ads., created by that clever woman, Miss Minnie Maud Hanff?

A sure way

to increase your sales of Shetland Floss, Germantown and all fancy wools

50%

is to add to this department the

GLORIA CROCHET MANUAL to retail—25c.

It tells your customers **what wool to use** and how to use it.

F. ROBERTSON & CO.
PUBLISHERS
TORONTO.



K. Ishikawa & Co.

Manufacturers and Importers of

Japanese Silks,
Silk Handkerchiefs,
Rugs and Mattings.

24 Wellington St. West, - - TORONTO, ONT.

Debenham, Caldecott & Co.

SILKS, RIBBONS, VELVETS, LACES, HIGH-CLASS DRESS NOVELTIES.

Our representatives are now out with their samples of the above goods in the **latest London and Paris** styles. All goods offered by us are confined designs and qualities.

We also offer lines of **Japan and Shantung Silks** direct from Yokohama and Shanghai.

ORDERS WILL HAVE PROMPT ATTENTION.

Debenham, Caldecott & Co., Toronto
77 YORK STREET.

LONDON—15, 16, 17 St. Paul's Churchyard. **PARIS**—115 Rue Reaumur. **LYONS**—6 Quai St. Clair.
NEW YORK—111 Fifth Avenue. **MELBOURNE**—277 Flinders Lane. **SYDNEY**—422 George Street.
BRUSSELS—16 Rue Des Boiteux. **BERLIN**—44 Mohrenstrasse. **ROUBAIX.** **ST. ETIENNE.**

If 90 years ago advertising had been the science it is to-day, hundreds of people in the coal trade would have retained their wealth instead of losing it in their efforts to introduce anthracite coal. At that time a few blacksmiths in the Alleghany Mountains knew that the hard "stone coal," as it was called, could be burned, but people in Philadelphia, the likeliest market for the new product, could never succeed in getting the coals lit. Many barge loads of the stubborn stuff were sold, but as no one could make use of his purchase, the seller was arrested for

When Anthracite was first Advertised

A Seasonable New York Heading.

Fascinating Effects in Furs.

Rare specimens of the animal kingdom fashioned into exclusive styles by the world's foremost designers.

fraud and the coal dumped into the street and used for macadam. So soft coal remained in favor. After much money and time had been wasted thus, a man who believed in advertising went to Philadelphia with a barge full of anthracite from his own mine, built fires in the common grates and stoves in public buildings and invited everybody to come round and learn how the trick was done. Furthermore, he distributed circulars explaining the process. "Put wood under the coals, light it, then leave the fire alone," was his motto, for folks had sought to make hard coal blaze like pine kindlings. As a result, a few people began using the commodity and real merit got its reward—by advertising for it. Not how to burn coal, but how not to burn it is the burning question of to-day when coal and coal advertisements are at a premium.

Characteristic of Wanamaker.

Your Winter Overcoat

Is Ready, at Wanamaker's.

We were so busy selling overcoats last Saturday that one might have thought all New York was buying overcoats. But thousands have that purchase planned for to-day, and they should know about the splendid Wanamaker stocks.

Every sort of Overcoats that a man should want is here; but not an overcoat that has a speck of cotton in its fabric is to be found at Wanamaker's. Every fabric used in Wanamaker's Clothing, for men and boys, is absolutely pure wool in every fibre, carefully selected and well sponged. All seams are sewed with silk thread; and all overcoats at fifteen dollars and upward have hand-made collars and buttonholes.

Marvellous changes have been wrought in the business world during the last decade, and these changes well illustrate the passing of the middleman. Half a century ago the manufacturer marketed his product through the jobber; the jobber then sold to the wholesaler, the wholesaler to the retailer, and the retailer to the consumer. The producer and the consumer were as widely apart as though they belonged to different hemispheres. The manufacturer was crippled in a helpless, hopeless position, while the producer was at the mercy of the jobber. While the middleman is to-day hardly as extinct as the buffalo, yet producer and consumer have gravitated towards each other, and this change has been brought about solely by the advertisement. It is the little ad. that has exploded the old idea of big profits and small volume. Small profits and large volume are the chickens hatched by the good old advertising hen.

What the Advertising Hen has Hatched

* * *

Make up your mind to turn a new leaf and to put a bright ad. on that new leaf. Start the new year with the idea that you are going to handle the advertising proposition in an intelligent and businesslike way. See wherein business can be pushed most profitably, and put all the vigor and vim you can into advertising to bring that business. You have doubtless gained much experience in the past year, so that the foundation is well laid. Take stock mentally, as it were, look back to the

Begin the New Year Right

Brooklyn and Business-like.

Umbrellas.

2.98 for 4.00 Kinds.

FOR WOMEN, and an unusually good collection of real 4.00 Umbrellas. They are 26-in. size, covered with selvage yarn-dyed taffeta, and the workmanship used in the construction the best possible. All have cases and tassels, handles are French horns, pearl posts, silver tops, sterling silver hooks and knobs, gun metal, plain and silver-trimmed and imported natural wood. Regularly these Umbrellas cost 4.00. Choose from these at 2.98. Isn't it worth anticipating Christmas?

many old mistakes and rectify them. Off with the old stereotyped formulae. Don't be conventional, stiff, unnatural in your wording of ads. any more than you would be in your talk. Talk to your neighbor. That's the finest and best way to convince him.

* * *

Off with the old, on with the new—new ideas, new announcements, progressive methods, more modern business plans. This is pre-eminently the age of progress, and the firm that lags and loiters in the race for business will soon be forced to drop out and the place will be filled by those with 20th century methods. You should start the new year with the intention of making a success with your advertising. Start early and stay persistently with it until the end.

Brooklyn and Business-like.

Small Furs - Small Priced.

As fine a stock of Neck Pieces and Muffs as was ever collected, and prices that are exceedingly interesting:

Your advertising must be better this year than it was last year to be as good as it was last year, because everything in all lines is growing better and better. Every year must show an improvement. This is evolution. Remember nothing can stand still. If your advertising is not going forward it is going backward.

Evolution Shows that there is no Standing Still

* * *

"Ring out the old—ring in the new," especially in the case of old-style or shop-worn goods. Wise merchants prefer to see their store full of bargain-hunters carrying off goods at cost rather than to give shelf-room year after

The Watson Manufacturing Co.

Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.

A. L. GILPIN, MONTREAL, QUE.

J. A. MURRAY, ST. JOHN, N.B.

J. A. BRYSON & CO., WINNIPEG, MAN.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

year to old relics of bygone fashions. Move the goods on. Get into stock the goods there is demand for, but above all present them to the public by means of crisp, natural talk to people kind of advertising.

* * *

The Giving of Christmas or New Year Gifts

Wise old Tupper wrote: "Policy counselleth a gift, given wisely and in season; and policy afterwards approveth it, for great in the influence of gifts."

At no season of the year does a gift seem so appropriate as at Christmas or the New Year. The sagacious man of business fully realizes this. He knows there is no success without popularity; he has learned by experience that customers should talk favorably of him and his store. In securing this good-will useful advertising novelties are exceedingly helpful. They may take the form of a calendar, a small match-box, key ring with celluloid tag which opens, showing owner's name and address, a blotter, memo tablet, postage-stamp holder, car ticket case, small looking glass, or a hundred-and-one different things on which could be displayed a little advertisement of the donor.

* * *

A useful advertising novelty is a good lead pencil, but it must be a good pencil or the recipient will be apt to divide his profanity between the pencil itself and the firm that sent it. If you give a pencil give one of the good kind that will prompt a person to write an order with it for your goods.

Brooklyn and Business-like.

Stockings and Underwear.

Real Economy for Women.

Wanted, serviceable sorts at price savings. And women have, as always here, widest assortment to choose from. Recent chilly weather will prompt many women to supply their Winter wants with opportunities like these:

If the small novelty the business man presents to each of his customers is something useful, as it should be, it is preserved indefinitely by the receiver and thus becomes a constant reminder of the merchant's generous and up-to date business methods.

A small gift at Christmas or New Year and honest dealing every day of the year makes a customer satisfied with the merchant and his store. Remember that a satisfied customer is one of the best ads. a merchant can have, for mouth-advertising cuts as great a figure to-day as it did 50 years ago.

* * *

Remember every week of this new year that your ad. next week will be more profitable if your ad. this week gives the people what they want and the goods delivered are on a par with your promises.

Well written leaflets- good advertising matter, describing something or other that you sell, should be placed in every package that leaves your store. Do this especially during the holiday season when new customers are sure to call on you. There are opportunities in every line of business for the distributing of small booklets, folders or leaflets, giving pertinent facts for the development of that business.

Distribute Advertising Literature with your Goods

* * *

Don't let the after-Christmas stagnation take place any sooner than it need. Keep things moving just as briskly as you can by good, live advertising. Do all you can to make December 31 a day for sending off gifts. Give all the prominence you can to calendars, the new King Edward VII. prayer book, diaries, etc., these being especially appropriate for New Year's Day. The best way to get them off your shelves is by good advertising.

* * *

From Providence, R. I.



Here are a few headlines suitable for the season:

"The last days of the year and what we have to offer."
"New Year values that will give many years' pleasure."
"Prices that gladden careful New Year buyers."
"Old Year closing values."
"If you want to give, give a good one."
"A bright prospect for a right value."
"Solving the problem of New Year needs."
"Don't wait until the best are gone."
"Selected from the most beautiful."
"When we say good we mean it."
"A telling truth about economy."
"Good things for cold weather."
"Tic, Toc—give a clock."
"A forecast for New Year."
"Choice New Year gifts."
"Keep a diary this year."
"An acceptable gift—a new King Edward VII. Prayer Book."
"Certainly it's sensible."
"A Bible bargain."
"New days are on our track."
"Scotland forever!—see our wee bit plaidies, guid for gifties."
"Dying December concludes A.D. 1902."

* * *

"Heap on more wood—the wind is chill;
But let it whistle as it will,
We'll keep our Christmas merry still."

* * *

"Ring out, wild bells, to the wild sky,
The flying cloud, the frosty light;
The year is dying in the night;
Ring out, wild bells, and let him die,
Ring out the old, ring in the new,
Ring, happy bells, across the snow,
The Year is going, let him go."

* * *

A happy Christmas and a prosperous New Year to all readers of "Good Advertising."

—Nora Laugher.

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest and Silk Vest Wool	
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering			Mending

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.

Artistic Designs Furnished.

WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.

274 & 276 CHURCH ST., NEW YORK.

Canadian Office: **TORONTO, 14 Melinda St.**

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

"MAKING THE PLACE."

IN times of great political excitement a motion to "suspend rules" is an order. In time of stress, when a young man is seeking to earn a livelihood, we suggest that he suspend the rule of looking about for a position and see what he can do to fill a need unknown or unrecognized.

Where a definite routine of labor is involved it is easy to secure help, and those positions are usually filled, with a waiting list behind each. But there are labors to be performed, work to be done, skill of hands or alertness of mind or grasp of some "How" that requires a person of peculiar fitness, but which that person must himself discover and to which he must fit himself.

There is room in every factory for more "help" than there is. Every office could find employment for the extraordinary help which is wanted (unconsciously, no doubt) additional to what there is. The young man who is hunting for a position had better give up his quest and see if he can't make place for himself where his peculiar manner of doing things, or fitness for certain operations, or talent for creating, may find useful application. To such we would say, go to a merchant or manufacturer or manager and show him where you fit into his affairs, wherein you can serve him to his profit, and you won't get anything but an interested hearing. If you go to those same men asking if there is a vacant place, involving known factors of detail or routine, you are quite sure to meet the ready "No." To-day's business genius makes his place and fills it by the very force of his capacity to do something better or differently from others (which, not infrequently, is all that is required to make it better) and to point out just where he could step in and fit, he will secure a speedy recognition and success will follow as surely as day follows night. Every man knows what he wants, but every man doesn't know what others want. Learn that and meet the demand.

CHARTERED ACCOUNTANTS.

We note the organization of the Dominion Association of Chartered Accountants, which will embrace the members of all other Canadian accountant institutes and associations. Following, we quote from the Act of Incorporation:

"The objects and powers of the Association shall be to promote by all lawful means the practice of accountancy, and for the said purposes:

(a) To hold such examinations as may be found expedient;

(b) To grant certificates of efficiency to its members;

(c) To establish classes of membership;

(d) To determine the rights, privileges, terms and conditions of said classes.

"3. The Association shall be composed of all members in good standing of existing provincial incorporated institutes and associations who shall apply for membership within one year after the passing of this Act, and of any other persons whose qualifications and fitness the council approves.

"4. The Association may take, purchase and hold any personal property, lands, buildings and hereditaments for the purpose of the Association, and may dispose thereof, but so that the Association shall apply all its profits, if any, or other income in promoting its objects, and shall not at any time pay any dividends to its members. The provisions of this section shall not prevent the remuneration of members of the council or officers of the Association for services rendered out of any surplus remaining after the ordinary expenses of the Association have been met.

"5. The affairs and business of the Association shall be managed by a council consisting of not less than six and not more than 21 members, to be constituted in such manner as may be provided by by-law.

"6. The first general meeting of the Association shall be held during the year 1902 at such time and place and upon such notice as the council may decide. Subsequent general meetings shall be held as the by-laws of the Association may provide, but at least once in each calendar year. At any general or special meeting members may be represented and vote by proxy, but no such proxy shall be exercised by a person who is not a member of the Association.

"7. The objects and powers of the Association shall be carried out and exercised under by-laws and resolutions passed by the council, but every such by-law, unless in the meantime confirmed at a general meeting of the Association called for the purpose of considering the same, shall have force only until the next annual meeting, and in default of confirmation thereat shall cease to have force; provided always that any by-law passed by the council may be repealed, amended, varied or otherwise dealt with by the Association at any annual general meeting or at a special general meeting called for the purpose.

"9. The Association may affiliate with any association or corporation having the same or similar objects.

"10. If any person ceases for any reason whatever to be a member of the Association he shall not, nor shall his representatives, have any interest in or call against the funds and property of the Association."

BUSINESS EDUCATION.

The demand for the four-year commercial course in high schools throughout the country shows that its right to be has passed beyond the stage of argument to that of certainty. The high school commercial course cannot be moulded on the business college. Both classes of schools are a present need, but they are entirely different, not only in method but in object. Besides its training for business the high school must educate for life.

The great fountain for business education for the masses should be the secondary school; the commercial course should be in content and developing power equal to any in the school. As a matter of sound policy and growing necessity, normal schools and universities must establish courses for training commercial teachers. All studies should be taught in the same way and order, whether or not the student was expected to complete the course, as was remarked by Mr. M. E. Saddler at the London Board



$1 Learn to Write $1
Showcards

A full course of instruction by mail for **Merchants, Window Trimmers** and **Clerks.** This full course of Instructions and 34 plates of model Alphabets and Figures, "designed by the leading artist sign-writers," put up in book form, will be mailed post-paid to any address on receipt of **$1.00.** If you wish to be an up-to-date card-writer it will make you one.

Write,

W EDWARDS,
Carleton Place, Ont.

Free—Send address and receive full instructions and sample of the new raised letter work

THE
CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

Natural Japanese Washing Silks



WE MAKE A SPECIALITY OF

NATURAL JAP. WASHING SILKS.

And carry a large stock in the following widths : 20-in., 23-in., 27-in., 32-in., 36-in and 48-in. Any quality and width can be dyed any shade in a week.

All Widths and prices in twill Japs. in 50-yard lengths.

SHANTUNGS in different widths. Various qualities of **TUSSORE** by the piece or yard.

DYED JAPS., all shades, in 21-in., 23-in., and 27-in.

PRINTED, FIGURED AND STRIPED JAPS.

All shades in two qualities of **GLACE** and three qualities of Colored **LOUISINE**, and **ORIENTAL SATINS** and Foreign and **ENGLISH MERVES.**

All up-to-date makes of **BLACK AND COLORED SILKS.** Canadian buyers are invited to give us a call while in London and inspect our latest novelties.

T. RICKARD & CO. DIRECT SILK IMPORTERS.

20 Cheapside, London, England.

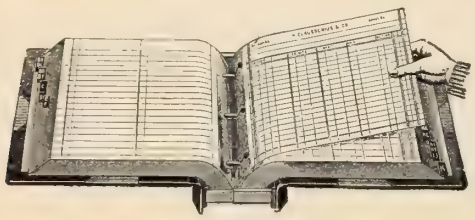
OUR SPECIALITY IS ALL DESCRIPTIONS OF JAPANESE SILKS.

of Education: "It would be a blunder from the point of view of the later efficiency of the pupil to deprive him of the liberal education, in order to impart to him an early knowledge of the technicalities of business life." It would be impolitic and unjust for the public day schools to receive pupils for the sole purpose of instructing them in the technical business subjects. The high school commercial graduate should have such knowledge of the technical subjects as will fit him to keep the accounts of any ordinary business or to perform the duties of any ordinary clerkship as soon as these were made known to him.

OFFICE ACCESSORIES.

Hart & Riddell, manufacturing stationers, Wellington St., Toronto, are introducing the Opalla Loose-Leaf Ledgers. The cut below shows this new office device unlocked ready for removal or insertion of sheets. The Opalla Loose-Leaf Ledger works easier, looks better, lasts longer and costs less than any other expanding ledger.

Its object is to eliminate all inactive, closed or dead accounts, transferring them to a transfer ledger where



sheets can be kept in their same relative position ready for reference at all times, leaving the current ledger free from all except active accounts.

In the loose-leaf ledger the account is always under the proper tab, as the index is distributed through the entire ledger in the proper order, saving time. The insertion and removal of its sheets makes of the loose leaves a perpetual ledger.

MISDIRECTED MAIL MATTER.

Out of an annual total of four thousand million of pieces of mail matter sent in Great Britain, ten millions were not delivered owing to defective addresses. The loss incident to these millions of errors would sustain a hospital for broken promises. Not merely is a two-cent stamp wasted when a letter goes astray, but we know the widespread collateral losses often involved even in a single case of non-delivery. Concentrated attention to the moment's work would prevent most of the waste inclusive under misdirected mail; and it seems a pity that an instant's mind wandering, or the quick carelessness of a wobbling pen, should be permitted to do so much harm.

ABOUT OUR "WANT COLUMN."

We have every disposition to aid such of our friends as happen to be seeking positions. Many employers are reading our papers and we consider we can best serve all concerned by inserting advertisements of "Situation Wanted" under such headings. We are doing this and here call particular attention to the fact, believing that the wanted and wanting may come together to mutual advantage if they will use the columns of our magazines for their purposes.

To those who wish to employ office help our columns offer opportunities to reach a very large audience of interested, intelligent workers.

If you are buying general publicity, or if you wish to place your goods before every class of business men through a medium which brings immediate returns, "The Office" is the place for your advertisement.

It points the way to the placing of your story to more than 25,000 thrifty and progressive business men in prosperous sections each month at a rate much lower than is offered by any other similar paper in Canada. Business men line up, and we will show you what we can do for you!

UTILITY OF WANT BOOK.

How many dealers are there who keep a "Want Book?" A want book is practically a ledger made up from the stock account and shows at a glance what may be needed. Dealers frequently fall into a habit, and a very careless one it is, of waiting until a traveller comes along, and then going over his stock in a listless sort of a way with the object of finding out what is needed. What they need most of all is a record of what they want or are likely to want at any given date. If goods in any line run low, or there is apt to be a demand for them in excess of present supplies, jot the item down on the book and see that they are ordered at the first opportunity. Don't wait for the traveller to point out your necessities, although he is a very valuable assistant in your line of business at times, and is always worth cultivating for the knowledge that's in him, but use the book as a sort of automatic memory and look into it at regular intervals. No one can be expected to remember all the daily wants that come up for filling.

THE PHILOSOPHY OF MISTAKES.

The trouble with the man who never makes mistakes is that he doesn't know a mistake when he makes one.

He who never makes a mistake never makes anything.

Get wise when you make a mistake; the only crime in making a mistake is making the same one twice.

Wise men make mistakes; fools continue to make mistakes.

Dead men never make mistakes.

The man who learns life's lessons without making mistakes is getting his tuition at reduced rates.

A thought of one's own mistakes will soften criticism of others' mistakes.

The well-known firm of Creelman Bros., Toronto, will hereafter be known as The United Typewriting Company, with head offices at same address.

"Back in 15 minutes." Fifteen minutes from when? That's a handy sign for the fellow who put it up, but it's very tantalizing for the other fellow. He cannot tell whether the man had gone an hour or half a day.

Well, how do you like it?

But we mean to do better and better with each succeeding issue of "The Office" in its improved form.

The good things in this number are only a foretaste of what is to come. But we need your aid: Write us what you can do to make this department still more helpful to you.



THE CELEBRATED **C.B. CORSETS** ENGLISH MANUFACTURE

have far and away the largest sale of any corsets in the world, being sold by 13,000 Drapers and Ladies' Outfitters to upwards of 4,000,000 corset wearers. C.B. Corsets are preeminently suited to Canadian requirements, and once stocked in good assortment quickly attract an important trade, easy to cultivate and capable of a considerable degree of expansion.

The Celebrated **C.B. Corsets** represent a standard of excellence to which lesser known corsets do not pretend.



The many imitations of **C.B. Corsets** are flattering testimony to the sterling merits of the latter.

The production of C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the most up-to-date factories in England.

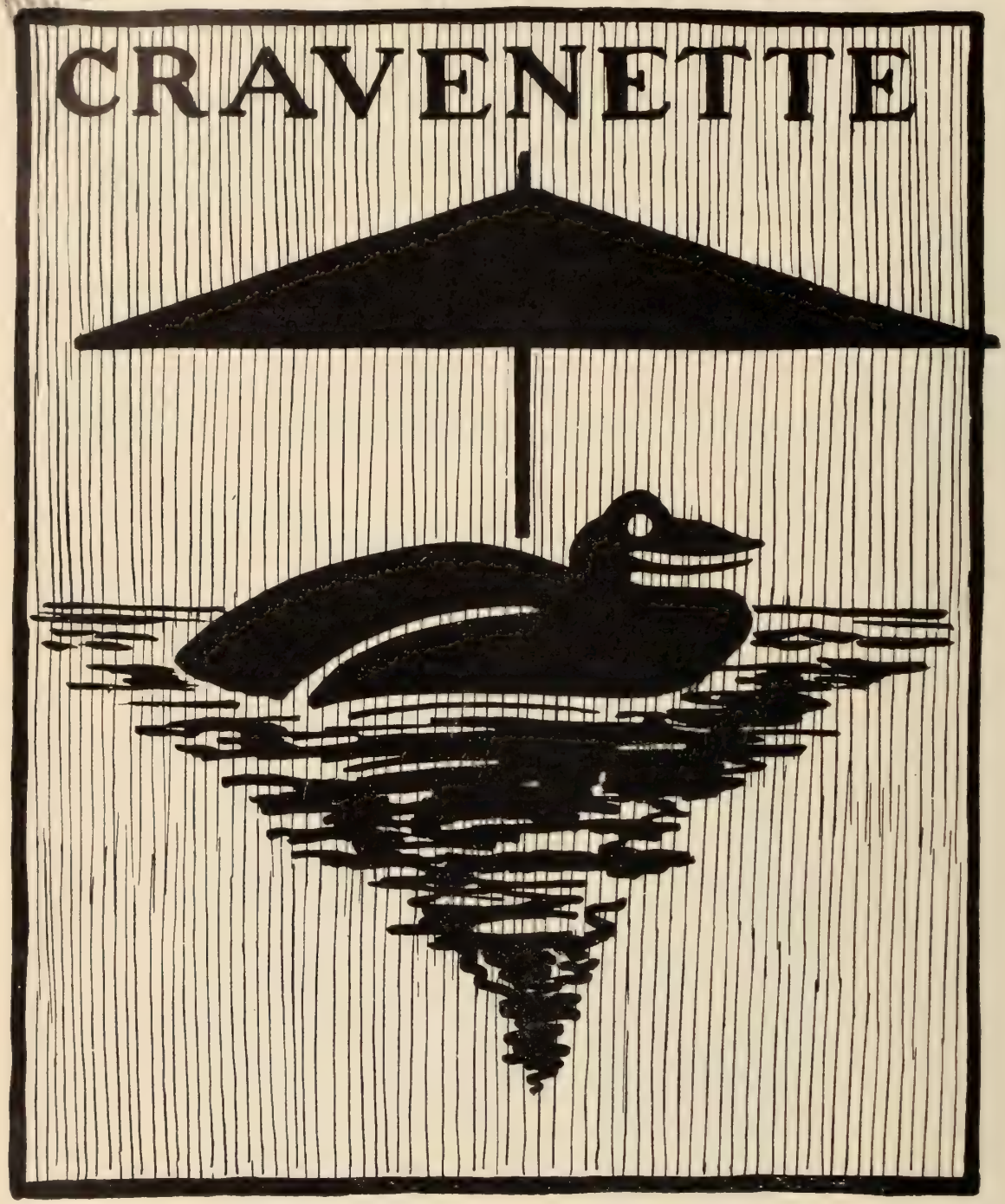
Sole Agents for Canada: The British Import Co., 1 West Wellington St., Toronto

Who will be pleased to submit samples upon application.

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Returned to Clothier & Holden Bros.

CRAVENETTE



For . . .

RAINCOATS

For LADIES and GENTLEMEN

All genuine Cravenette Cloths have this trade mark stamped on them.

RETURNED DEC 10 1902

PRIESTLEY'S CLOTH "Cravenette" RAIN PROOF

S. GREENSHIELDS SON & COMPANY

1902

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CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, DECEMBER, 1902.

SPECIAL SPRING NUMBER.

THE January issue of THE DRY GOODS REVIEW will be the Special Spring Number. As usual, the editorial department is sparing no pains to make it contain as complete a survey of the dry goods situation in Canada as possible. The number will appear in most attractive dress, and, from a typographical standpoint, will surpass anything yet turned out by its publishers.

Much interest is being shown by advertisers, and a great many pages have already been marked off for their use. Those who intend placing their announcements in this issue should lose no time in communicating with the advertising department.

* * *

If you have the push it will not be long before you have the pull.

* * *

A TRIUMPH.

A HANDSOME compliment was paid to the Canadian printing industry the other day by the Dominion post-office officials. The MacLean Publishing Company had just published the Special Fall Number of The Canadian Grocer, in which appeared a beautifully-executed colored insert, advertising Ogilvie's Flour. This work had been done in its entirety on the company's premises and was, like the flour it advertised, a Canadian product. The issue was mailed immediately on publication but the postal authorities unaccountably refused to carry it through the mails. When asked to explain their action, the MacLean Publishing Company were told, to their astonishment, that The Grocer was violating the rules of the Department in carrying a United States printed insert. It seems the regulation is that publications any portion of which are printed in a foreign country cannot be allowed the use of the mails. With this rule we are in perfect sympathy, for it is a convenient way of protecting the Canadian printing industry. But in this case the zeal of the authorities outran their knowledge and several days of delay were occasioned to a legitimate publication. When the mistake was explained the whole issue went through the mail without further difficulty. On the whole, the compliment was worth securing even at the expense of the delay. It showed that in the eyes of men who are, ostensibly at least, competent judges of printing, the Canadian product was of equal merit with the United States product. This is a considerable step in advance over a few years ago. Then the Canadian industry was decidedly behind that of the United States in the more modern and scientific branches of the art. To-day work of a high order can be done as well and as cheaply here as in the United States.

* * *

Have faith in your values and people will have faith in your claims.

* * *

TRANSPORTATION DELAYS.

SHORTAGE of cars is a favorite topic for newspapers to discuss now-a-days and the public hears frequently through their columns of the delays occasioned in the transportation of wheat, coal and other commodities to their destinations due to such shortages.

But there are other delays equally annoying of which the public hears but little. Whether or not these delays are occasioned by the aforementioned shortage of cars or by other causes matters little. They exist and they cause annoyance to many merchants.

When a wholesale house finds that it takes a railway company 10 days to convey goods to their warehouse from a mill not 200 miles distant, it is decidedly a condition of affairs that demands an investigation and a remedy. It savours too much of the early days of last century when pack horses were the most rapid means of transportation. If, as was suggested, the shortage of cars at this season of the year lies at the root of the matter, it is abundantly time that some means of overcoming the shortage should be adopted, and the railways assisted in their work of construction. If, on the other hand, the trouble is due to carelessness or mismanagement, stern steps should be taken to make the nation's carriers better servants of the public.

* * *

To do business, keep busy.

* * *

UPS AND DOWNS OF THE TRADE.

WHOLESALERS have found November an excellent month taken all in all. A brisk sorting trade has been carried on in all departments of the wholesale houses and the groundwork for a healthy Spring business has been laid. With the encouraging reports from all parts of the country as regards the proceeds of the crops, and with the advent of a large and thrifty population into Manitoba and the West, everything points to a splendid condition of affairs

next year. Retailers, however, have been guilty of a few complaints of late, though fortunately their grievances have not been radical. In the first place, the prevalence of mild weather has postponed much of the Winter business. People naturally do not make their purchases of Winter clothing until growing necessity has demanded it. In such cases the merchants have to suffer. A second cause for complaint centres in the impassable condition of the roads in many parts of the country, due to excessive wet weather. This has prevented the country people from reaching town and again has reacted on the retailers.

These inconveniences, however, do not seem to have disheartened the merchants. They regard their troubles optimistically and expect that trade will pick up later, when they will make good their shortage to date. Notwithstanding a continuance of such disheartening conditions, the presence of so much money in the country is bound to make the present an exceptionally brisk Christmas season from the business standpoint.

* * *

MANCHESTER COTTON.

BRITISH industry is not in such a decrepit condition as many would imagine. Especially is this true of the Manchester cotton industry, which at present is showing an astonishing rejuvenation. It was just in Manchester that we were advised to behold a falling off that was going to be disastrous in a few years to a large population. The United States, instead of importing her cotton goods from England was going to manufacture them at home. However, this move is apparently not being made as rapidly as was anticipated and the Manchester industry still flourishes.

For the quarter-year ending September 30, 1902, Manchester sent 749,634 lb. of cotton yarn to the United States. This was over 200,000 lb. in excess of the shipments for the same quarter of 1901. In cotton velvets, cords and fustians, a similar increase may be noted. For the whole quarter and for each month of the quarter there is an increase. The totals show that the quarter in 1902 is credited with shipments of 5,004,410 lb., while the quarter of 1901 stood at 4,671,188 lb. This increase is quite appreciable and augurs well for the Manchester industry.

* * *

MONEY FOR THE COUNTRY.

THE Grand Trunk will build a line to the Pacific Coast. This is the most important piece of news to business men made public in the last few days.

For years THE REVIEW has been telling the Grand Trunk people that they should do so, but the Grand Trunk has hitherto been managed by a lot of people in London who had no faith in Canada, and, in fact, looked upon us as "mere colonials." They have been developing the United States. They have now been literally forced to build to the Coast.

This means, it is estimated, the expenditure of $100,000,000 in Canada in the next few years. The daily press are going into ecstacies over this amount. They are pointing out it is the biggest thing that has ever happened to Canada. We admit that the expenditure of this sum is important, but it is not half as important as that a road is to be built which will open up some of the richest country in the world—a new country two or three hundred miles north of the Canadian Pacific.

The leading dailies, unfortunately, do not always grasp the broad view of public questions.

For eight years THE REVIEW has shown business men and has shown the newspapers how, by working together and along the right lines, we could secure the expenditure of $100,000,000 annually in Canada. Here and there the newspapers have grasped the idea—and it has not usually been the big papers.

It is by making points all over this country sufficiently attractive to bring a million Americans and Europeans a year to visit us and stay with us for a while that we can get this big revenue. A hundred million dollars annually is a large sum, but the more THE REVIEW studies it, the more it is seen that it is not out of the way.

* * *

DISSATISFACTION WITH CUSTOMS RULINGS.

WHEN the late Hon. Clarke Wallace, M.P., took hold of the Customs Department he made radical changes in the administration. He had been a successful general store keeper and miller. He worked on business principles. His predecessors followed red tape rules, and seemed to consider most importers unconvicted criminals.

Hon. Mr. Paterson, as THE REVIEW anticipated, has followed in Mr. Wallace's footsteps. He was a good business man himself, and the important appointments have, as a rule, been given to experienced business men.

In the last few years there has been less friction than at any time. The officials have been generally fair and reasonable in their dealings with the public.

There has, however, been more or less dissatisfaction with many of the rulings by local appraisers and by the decisions from Ottawa. With less prosperous times there will be much more complaint.

Importers at one point have had to pay a much higher duty than those in another. We know of cases where Montreal importers have found it more profitable to have some invoices passed in Toronto or at some other point, and vice versa. These differences often enable one importer to undersell another, and still make a nice profit.

Rulings have come from Ottawa that have been most inconsistent and showed positive ignorance. One week a special ruling will be sent out for the guidance of collectors. A few weeks later, on an appeal from another port, an entirely different decision will be given on practically the same question.

It is not the fault of the officials at Ottawa. It is the fault of the system.

Long ago a remedy was urged in these columns. Its adoption was promised, and an attempt was made to carry it out.

It was that the special appraisers at the leading ports should meet at regular intervals to discuss all questions on which there was a difference of opinion. Their conclusions should be submitted to the Minister for final action.

Generally, he would concur, but there would be cases where he might hear the importer, and, looking at the matter from the broader standpoint, decide against the view of the Board of Appraisers.

Dress Accessories

THAT this is a white season is well demonstrated in the silk-skirt trade, a white taffeta skirt being worn under almost all of the gowns in net, chiffon, crepe de chine, aud the numerous weaves in white wool, so well worn on all possible occasions. With dresses in pale shades, the skirt is generally worn to match. The tendency in the trimmings of all these skirts is towards a fluffy effect around the feet, sun pleatings and pinked-out frills and ruches being the means employed. The black taffeta skirt, of course, leads from the point of numbers sold, as it is the most useful of all the silk skirts.

* * *

Some of the black silk skirts have stitched bands of some color, as pale blue, gold, etc. Another style is a flounce in open-work embroidery, with a lining of contrasting color. Silks in tartan and fancy plaids are well worn, and so are changeables.

* * *

Good success has attended the introduction of the black moreen underskirt. Some have had frills of silk, but the best sellers have been trimmed with self-frills, and, as in other lines, black has sold best. Mohair skirts with frills of silk are on the sample lines for Spring selling. Gun-metal greys are the best shades. Mohairs have many qualities to recommend them. These skirts should prove a popular line.

CORSETS.

THE introduction of style into the corset trade has produced a very unsettled feeling, and the orders are small and frequent, most dealers being afraid to stock any style largely for fear that some other novelty should be put on the market.

Manufacturers are ever on the alert for new designs, and some of them are consulting the dressmakers and designers of ladies' wear and the heads of departments in the large stores for new ideas. The manufacturers in Canada are considering the formation of a combine with headquarters at Quebec, but beyond the bare fact, little is known of the progress they are making.

Some of the more pronounced novelties are corsets with a long skirt, with a circular attached skirt with ribbons to draw it around the thigh. Another model has webbing sections and is without laces. One of the new French models is quite away from ordinary lines. It is only three inches or so above the waistline with the skirt curving sharply over the front until where the supporters are attached it is only two inches long. Some makers are also introducing novelties in material, such as hand-embroidered linen and fine needlework.

The long hip corset should sell well while the present style of dress is in general wear. There seems to be no settled lines in corsets, and all lengths are shown, from the girdle, which has neither waist or skirt to speak of, to the long hip which comes over the thigh. The best-liked cut for the waist is just about the bust line, as too low a cut with a full figure, particularly, with a sheer waist is very objectionable.

Almost all corsets have the hose supporters attached, as they play a most important part in the proper adjustment of the straight-front corset. Many women do not pay enough attention to the lacing of their corsets. Some of them lace up a new pair and never loosen the laces except to tighten them a little when the corset gives. This will not do for the straight front. The laces should be loosened every night and the corset put on with them slack and it should then be pulled down as far as possible and the stockings attached to keep it in place. The lacing over the hips should then be adjusted, and, lastly, the waist and the laces tied at the front, never as some women do at the back. Attention to these points will go far towards insuring the satisfactory fit of the straight-front corset.

GLOVES.

GLOVES are always an important feature for the holiday trade, and retailers should always be careful to have their stocks for Christmas selling well assorted. Most merchants make a leader of some favorite glove which they generally recommend and warrant. Buyers should always be impressed with the fact that a size that fits the hand easily will look better and give more comfort and wear than a tight glove.

White gloves lead the sales largely. It seems as if they were a fixture in the popular favor for all occasions.

The vogue for black and white in other lines has affected the glove trade, and black gloves find a better sale this season than for some time past.

There is a feeling for deeper shades, and reds, blues, and greens are talked of for Spring, but in view of the fact that white cream and light shades are on all the shade cards for Spring dress goods. it would not seem as if there could be any great deepening of shades.

A novel plan and likely to prove of great convenience, and especially for the holiday trade, is pursued in some stores of giving glove certificates.

Very frequently a gentleman who desires to purchase a pair of kid gloves for a lady friend has no idea of what size she wears or what shade she would prefer.

If he is privileged to pay his money and receive from the glove department a certificate stating that bearer was entitled to one pair of gloves at a certain price your glove sales would be increased. He would give the certificate to his lady friend, who would come in and get the size and shade she desired. This arrangement also prevents gloves being handled and soiled and then returned.

The only objection to this system is that the recipient of the gloves is acquainted with their selling price. To do away with this blindmark the certificate. For instance, if the proprietor's name is "Smith," for $1 gloves the certificates could be stamped "S" and $1.25 kind "M," the $1.50 sort "I" and so on. If you don't use glove certificates, get them, and advertise the fact, and you will be surprised to see how popular they are.

As goods for evening wear are selling so freely, it would be surprising if the demand for long goods was not proportionately good. Light colors in glace and mochas are selling freely, and some mousquetaires are also shown. Long silk gloves are much inquired for in evening shades.

Mittens are worn with the elbow sleeves, and some of these in real Honiton and duchesse are very high-priced.

As the cold weather comes on, a large trade is being done in Ringwood gloves in white, black and grey.

BELTS.

BELTS of piece silk, ribbon and braid have quite taken the place of the leather belt on the market. These have either a long or horizontal buckle at the back and a waist buckle or pin to fasten it in front. Crochet or metal rings are used as well for the back ornaments, with the ribbon or small silk tabs. Three or more strands of fancy braid make a pretty belt, and, with a little study of the illustrations in the trade journals, and with the buckles, rings, etc., any saleswoman that is handy with her needle could easily add variety to her line of belts,

The Dr. Deimel Linen Underwear



puts a stop equally to sluggish skin circulation and sluggish underwear sales.

Brings equal returns—cash and satisfaction—to supplier and supplied.

If you're interested in more profits for your underwear department, write for our terms.

Garments submitted upon application.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

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HIGHEST GRADE
BRITISH-MAKE.
FOR LADIES, GENTS, MISSES AND BOYS.

"Premier" Waterproofs are guaranteed not to harden, and to be thoroughly waterproof.
Showerproofs are suitable for Spring and Fall wear.

"PREMIER" BRAND WATERPROOFS AND SHOWERPROOFS.

STANDARD OF THE WORLD.

STOCKED BY LEADING WHOLESALE HOUSES THROUGHOUT CANADA.

THE TRADE SUPPLIED THROUGH WHOLESALE and JOBBING HOUSES ONLY.

The PREMIER WATERPROOF GUARANTEED TO RESIST ALL CLIMATES

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK

FASHIONS come and fashions go, but every month it's "up to" the Men's Furnisher to talk about them. With stoic brow and unruffled features, he looks down on the passing show and at each new change in its aspect, jots down in his little book the details of the alterations. Strange, that he himself should care so little about the movement of the fashions. Strange, too, that all who write of such things as society and fashions should, with but few exceptions, be utterly the reverse of what they write about. That plain and unassuming little woman, forgotten over in that dark corner—she it is to whom the gay world listens next morning with rapt attention when she describes in glowing terms the gorgeous costumes of the night before. That ill-clad, slouching creature moving awkwardly along the street is none other than "The Count," who sets the dandies' style through the columns of the great society journal of the day. Such are some of the incongruities of life, and we meet them everywhere.

* * *

Beau Brummell, if we may believe the stories going the rounds in the clothing papers, had a warm rival in Panmure Gordon, who died recently in London. Panmure was nothing but a lavish dandy, who squandered vast sums on clothing, presumably just to be a little out of the ordinary. Five hundred pairs of trousers a year was his record, which allowed him a pair a day and extras for special occasions. Boots, cravats and hats were purchased in like astonishing quantities, while at the time of his death it is said he owned 13 overcoats he had never seen. One cannot but wonder how Gordon found time to make all these purchases. If his wardrobe changed almost every hour, it must surely have been a great source of anxiety to him to keep the changes going.

* * *

There is probably no British city in the world where men are so democratic in their dress as they are in Toronto, and this is one of the facts that first impress strangers among us. Silk hats and frock coats are less worn here than in other city of equal population, while the scarcity of dress suits in the theatres is remarked with astonishment by strangers. A percentage of our male population dress according to the code, and set a flawless example, which, however, the general run of men are slow to adopt. The business suit is everywhere seen and is widely tolerated. Old Country people, especially, when they enter a Toronto theatre are surprised to see perhaps 90 per cent. of the men dressed in their buisness suits. Men do not "rig up" for the theatre unless the performance is a special one, or unless they are joining a party. Press of business is locally mentioned as an explanation of this, although in other cities business probably presses as well as here. Perhaps the reason of it is that Toronto is just large enough to permit a citizen to do what he likes without attracting notice, and not so large as to have a smart set capable of directing social usages and setting everybody aping them in their comings and goings.—Toronto Star.

* * *

Now is the time that neckwear displays become indispensable to the success of the haberdasher's business. Everybody knows how all-around useful and appropriate a gift is a handsome necktie, especially for young men. There is practically little difficulty in choosing what you like, and the price always ranges about the same figure. If the men's furnisher can help out his customers in any way by suggestions or information as to what is being worn, he will find that such help will be repaid him in purchases. There is nothing like being able to speak authoritatively on fashions to a customer. A customer likes to be sure that he or she has the support of public opinion when making a purchase.

* * *

Freak hats have had but little run in Canada, though it is said they are much sought after in the United States. Occasionally, on city streets, one catches sight of a piece of headgear that is a little out of the ordinary, but it is very rare indeed that a regular freak hat is seen. The Hat Review defines the expression as "a term of a single word used to express a hatter's opinion of a hat which is so different from all others that it attracts very nearly universal attention."

As in the case of clothes, so it is with hats. Canadians will not buy very far away from the standard set by the best usage. Tailors find little demand in this country for loud patterns in clothes, and likewise hatters make but small sales of freak hats. There is a conservative tendency in Canadians which keeps them from branching out in these directions. On the whole, this trait is much to their credit. The great bulk of people do not like to see affectations in style. There is an ingrained tendency in mankind to keep together, even in such matters as dress, and when any individual or group of individuals adopts something out of the ordinary, they are eyed somewhat scornfully by the rest.

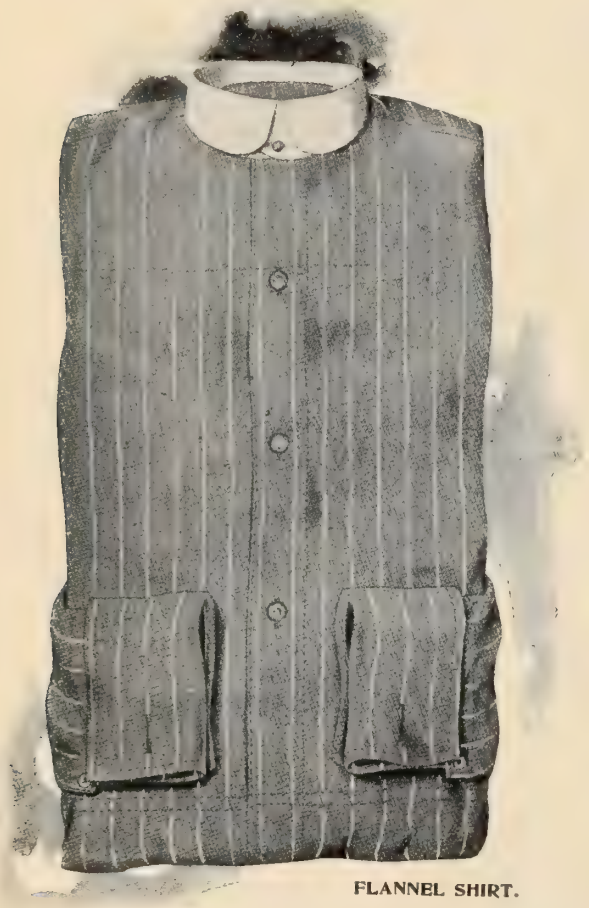
OUR NEW YORK LETTER.

Office of The Dry Goods Review.
New York, November 27, 1902.

WITH the advent of Winter and the multiplication of formal social events, the evening dress steps into renewed prominence. Unlike most articles of apparel, evening clothes alter very little from year to year. The average man does not feel it necessary to purchase a new suit annually. Consequently, changes in fashion are few and far between and overlap over a lengthy period.

CUT OF EVENING DRESS.

At present the correct dress coat is cut in such a way that the shoulders appear as square and full as possible, but without indicating any exaggeration of padding. The back and side lines are similar to those of past seasons. The tails hang



FLANNEL SHIRT.

to within one or two inches of the knees. In fact, the only changes that have been made in recent years have been in the breadth of the collar and in the breadth and lines of the lapels. At present the collar is medium in width and the roll of the lapels forms long graceful curves from the notch. From the edge of the lapels the edges of the coat are cut slightly back instead of straight to the bottom and the bottom lines, which run back to the tails, are cut a little bit up to follow the line of the waist seam and to form an acute rather than a right angle. A buttonhole is provided on the left lapel with a small elastic band underneath to hold a flower stem. Below the lapels are two buttons on each side of the coat. The bottom edges of the coat run into the tails with curved lines and the bottoms of the tails are slightly rounded at the corners. A full facing of silk on the lapels is the fashionable thing. Velvet collars have gone decidedly out of style.

TROUSERS AND WAISTCOATS.

Trousers are of medium width and cut perfectly straight, except for a slight narrowing at the bottom. A narrow black braid is correct on the outer seams and should be about a quarter of an inch in width. Waistcoats, whether single or double-breasted, have a broad U-shaped opening and are buttoned with three buttons. Black waistcoats should be single-breasted but white waistcoats are either single or double. Black waistcoats have been almost entirely superseded by the white, and for dinners or dances the latter are undoubtedly the correct thing. The materials used are linen, pique or Marseilles in plain weaves. Figured stuffs are rather discountenanced. As for the buttons, these are now either of the waistcoat material or of pearl. The gilt button, which was considered good taste for a long time, has now been entirely superseded.

DRESS ACCESSORIES.

The out-and-out correct thing in the evening dress shirt is the one with the dead, lustreless, white-finished bosom. Fronts with small unnoticeable figures are shown, of course, but it is not advisable to adopt them. There are two buttonholes for studs and the front opens to below the bottom of the bosom. Sometimes one sees the wing collar worn with evening dress, but the straight collar is really the only correct form. The tie should be of plain white lawn, the same breadth throughout. The pointed-end bow has gone completely out of fashion, as also the butterfly and bat-wing shapes. The smart evening glove is made of fairly heavy kid, with three rows of raised kid and self-stitching on the back, and one pearl button. Evening shoes are of patent leather with kid tops, and are buttoned. For formal dinners or dances the patent leather pump is the correct shoe.

WINTER CLOTHES.

Leaving the subject of dress clothes let us turn to the more general question of Winter clothing. Beginning with suits, the sack suit is found to be the favorite. It is made either single or double-breasted—either being correct—and the material used is either black, blue, or grey cheviots or Scotch tweeds. Morning coats are usually of black or grey cheviot, vicuna, or worsted, with waistcoats to match and trousers of different material.

SHIRTS.

In shirts there is little to report in the way of marked changes. No one particular design or shade is preeminently the leader. Of course, loud markings and bright color effects are not permissible; and, on the whole, narrow vertical lines and small figure designs are the prevailing styles. On cuffs, it is usual now to find the stripes running round instead of up and down. Soft-front shirts are beginning to be much affected for Winter wear. Their use has hitherto been almost confined to the Summer, but good dressers do not seem to hesitate to wear shirts of heavy cheviot or flannel. In the illustration on this page appears a shirt of French flannel, of blue, with a white silk stripe running through it. The cuffs are made to turn back, which is somewhat of an innovation. It is necessitated, however, by the flimsiness of the material and by the fact that these shirts cannot be stiffened by starch. Only the outer buttonholes are shown by the drawing, but there are corresponding buttonholes on the inner side under the turn, so that the cuff links go through both thicknesses and hold them together. On linen shirts the turned-back cuff is beginning to be seen as well. The fronts of these flannel shirts are perfectly plain, with stitching as illustrated, and they have three pearl buttons sewed on and buttoning through buttonholes. And here, by the way, it may be noticed that it is extremely bad style to use studs with soft-front shirts of any kind.

BUSINESS WEAR.

For business wear, the cutaway suit and the fancy waistcoat are prominent at present. Some of the waistcoats are very fancy, indeed, and are made up in single and double-breasted styles. The new overcoatings being worn are rather on the loud side, and some of them are bound to go rapidly out of style. Among well-dressed men the new covert waistline coat is taking exceedingly well. It is cut very full and quite short, and is made with stitched cuffs and with the heavy strap seams. The breast pocket is decidedly on the slant.

NECKWEAR AND GLOVES.

In neckwear, the soft, large cravats are the popular make. These are mostly made of some quiet-colored goods. In dress gloves the soft suede shades are once more the leaders, though an effort to restore the tan glove to favor has been unsuccessfully made. Reindeer skin gloves are also being worn a good deal by business men. They are made of undressed skins in shades of grey and of tan With formal dress, of course, these gloves are never seen.

A SHIRT NOVELTY.

There is a tendency at present to go back to the old form of shirt with the bosom and cuffs made of different material from the body of the shirt. These shirts have not yet been pushed forward, but there is a probability that they will have a run. The cuffs being shown with them are made with square corners.

STYLE IN COLLARS.

At present there are two styles of standing collars in vogue. There is the one which stands perfectly straight and the one with slightly poked points. The latter is a little the more correct for wear with evening dress, though the other is perfectly permissible.

THE TOP COAT.

Before concluding this letter, there are one or two overcoats which are now in vogue and which merit description. There is the top coat, which is to all intents and purposes a special form of Chesterfield. It reaches to about the middle of the calf, and possesses a perfectly straight back with a fulness of material to produce folds or waves. It has a silk-faced collar, which, by the way, is rather narrow at the back, and the pockets are either vertical or horizontal and covered with a flap.

THE ULSTER.

The semi-ulster is another valuable coat for driving or travelling. It is cut very long, with plenty of material to gather in at the belt. There is a long vent running up the back almost to the belt, which can be buttoned up at will. The front is finished plain and single-breasted. There are cuffs on the sleeves, and the collar is made of the same material as the coat.

DOUBLE-BREASTED TWEED COAT.

A third coat is a double-breasted tweed coat, made long and full and intended for wear in stormy weather. The collar is broad and the lining of heavy checked flannel. There is a buttoned slit behind and a belt across the back. This is an admirable overcoat for a Winter sea voyage.

BEAU BRUMMELL.

CHRISTMAS SUGGESTIONS FOR CUSTOMERS.

Cut the following list out and place it in a prominent position in your store. It will be useful to your customers, and will mean money to you. It has been carefully compiled, and contains an exhaustive list of all possible articles handled by a haberdasher, and suitable for Christmas presents.

IT is oftentimes quite a difficult matter for customers to decide, when purchasing Christmas presents, just what they ought to buy for their friends or relatives. If they have no definite idea beforehand, they are liable to become muddled when faced by the complex display of a varied stock. Consequently, a merchant who is anxious to make sales will be prepared to utilize all possible means to help these customers come to a decision.

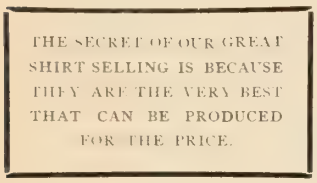
The following list is intended to assist the merchant in these efforts. It contains a great variety and assortment of articles, all of which should make excellent presents. These are placed in as convenient a form as space will allow, and customers, who take the leisure to glance over them, will very likely be assisted in making their decision. Articles that they might never otherwise have thought of will be brought to their notice and an opportunity will be given the merchant to at least describe his goods. In addition, the latter may receive from the list useful hints in making up his stock, as very frequently some articles are overlooked in the hurry of making a selection:

Bath Robes.
Cravats.
Cravat Pins.
Collars.
Cuff Buttons.
Cuff Links.
Dress Protectors.
Dressing Gowns.
Evening Dress Jewellery.
Gloves.
Garters.
Golf-hose.
Half-hose.
Handkerchiefs.
Knit Gloves.
Mufflers.
Manicure Sets.
Neckwear.
Night Shirts.
Pajamas.
Protectors.
Slippers.
Smoking Jackets.
Smoking Caps.
Shirts.
Sticks.
Suspenders.
Travelling Rugs.
Umbrellas.
Underwear.
Waistcoats.
Walking Sticks.

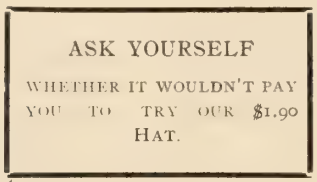
EFFECTIVE WINDOW CARDS.

By Josephus.

A WINDOW without showcards strikes me as being something like a store with tongueless clerks, or an advertisement with only the name of the firm in it. Windows, clerks, and advertisements are all selling agencies, and they should be made to speak convincingly and forcibly. Speech comes naturally to clerks, but it has to be supplied to windows and advertisements. It requires years to make good salesmen out of apprentices, and it requires skill and thought to make good showcards and effective advertisements.



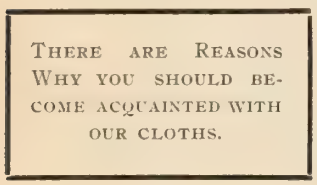
Shirts.



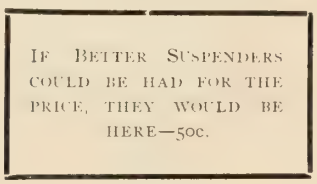
Hats.

Some may say the goods ought to speak for themselves. If such be the case, why is it that clever salesmen are employed to show the good qualities of goods and influence customers to buy them? Certainly, if windows are tastefully dressed with fine stock, they do influence people, but their influence becomes so much the greater if they are made to speak out in plain English.

Speech, which may seem vulgar and distasteful to one person, may please another person. This means that the window-dresser should be careful just how his window is



Suitings.



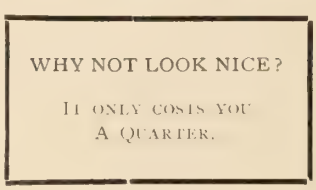
Suspenders.

made to address the passer-by. Dignity is required for high-toned windows, while slang and common talk can only be tolerated in a low neighborhood. It is for the dresser to decide just to what extent he should employ common expressions.

A point to guard against is the danger of overbalancing a window, by displaying too much card. A loquacious person is even more odious than a tongueless person. Besides, people know what to think of talkative individu-



Shirts.

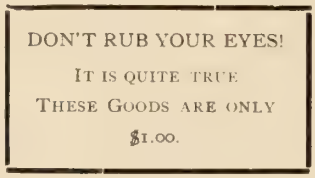


Neckties.

als. They are generally all on the surface. So, let the window-dresser take care not to make the cards too important so that there may be no danger of their overshadowing the value of the goods displayed.

Neatly-executed cards are always desirable. They resemble people who use good English. How much pleasanter it is to listen to the conversation of a person who speaks distinctly and correctly, than to have to bear with the confused muddle of the untaught. It's just the same with window-cards. A clean, well-printed card suggests care, thought, and refinement, while a sloppy card is indicative of haste and carelessness.

The general contour of a window should not be spoiled by the haphazard introduction of a card. If the plan of the window-dressing be a gradual receding from the sides



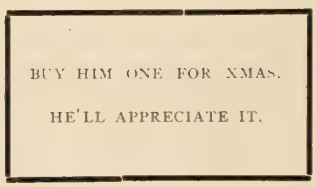
Shirts.



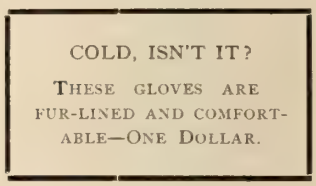
Dress Suits.

to a central point in the background, then a large card, stationed in the middle in front, is out of place. Its proper position is at the apex of the display, where it has force and prominence.

The one-card window is usually preferable. Just as a bookseller sometimes fills his window with copies of a single book, and thereby, through very quantity, gets force, so a men's furnisher should aim, if possible, at making his window pointed by leaving a single idea paramount. With



Neckties.



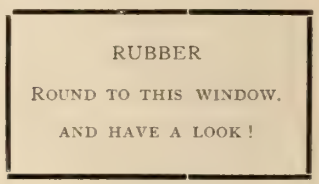
Gloves.

the possibility of changing the display at least weekly, nothing is lost by an adherence to this plan. Then, a taking card is all that is necessary to direct attention to the vital point in the window.

Variety in little price-cards may be secured by changing the color of the cards or the color of the ink. A window in which red ties are predominant looks well with white cards painted in black, but a window with black ties might very effectively be priced with white cards and red or blue ink. This color-scheme is fairly novel, as the usual custom has been simply to employ black and white cards.

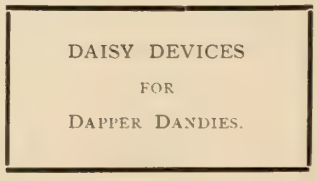


Shirts.



General.

Many stores never use price-cards at all until seasons when goods are marked down. The common expression seen in almost every window soon after Christmas, "Every tie in this window, 25c.", is a great seller of ties. Why couldn't cards be used to advantage before the cut is made? Wouldn't such a card as "Every tie in this window, 50 cents" be a piece of information, valuable to a good many?



General.

A Penman

with his sketches
Delights both one and all,
And so does Penman's Underwear
In Summer and in Fall.



Greetings to all.

Penman Mfg. Co. Limited
Paris.

OUR LONDON LETTER.

London, November 18, 1902.

WITH the opening of Parliament and the beginning of the Winter season, one is placed in a much better position to state just what are the prevailing styles than he was a month back. Moreover, the advent of cold weather has called for the hurried production of overcoats, and, society, willy-nilly, has had to take its choice of the articles offered by the fashionable tailors.

DOUBLE-BREASTED FROCK OVERCOAT.

The coat which far and away appears to be the correct thing is a double-breasted frock. To describe one of the smartest specimens of these frock overcoats seems to me to be the easiest way of letting a reader know the general features. Here is a description of one that was worn the other day by a well-dressed member of Parliament: It was made of a soft material, bearing the fashionable black and grey pinhead effects. In general, its tone was dark, but not so heavy as to neutralize the effect of the collar of silk velvet. The fronts were fairly bold without any plastered appearance. The waist was well defined and fitted into the figure neatly. The pleats behind fell in perfect symmetry with the indented waist. The coat bore a narrow loose cuff, and was buttoned with four buttons. As for length, the skirts came about three inches below the knee, falling in a long, flowing style. The skirts were lined with silk.

CHESTERFIELD CONTINUES POPULAR.

The Chesterfield is bound to remain in favor for a long time yet, judging by the number of gentlemen who are wearing this kind of coat. In fact, it is questionable whether it will ever go out of style. It has now been a popular article of apparel for nearly half a century. The style at present in vogue is worn full and ample round the skirt. The coat extends about two inches below the knee and buttons up closely. Vertical pockets are the prevailing fad. Materials worn are usually grey or black and white. Loose cuffs continue to be worn, though it is noticeable that collars and turns are all neat and fairly small.

VELVET COLLARS.

Some doubts have arisen as to whether velvet for collars is to grow in popularity or to decline. It may be said, with some degree of truth, that there is little indication of a decline. If anything, the tendency in favor of velvet is growing stronger. Very few coats will be seen without at least velvet collars, and, in some instances, even velvet cuffs. The Coronation gave a great incentive to the use of velvet in all kinds of dress, and where it can be used on men's dress it has become popular.

DAY DRESS.

For day-wear there is a tendency to make the frock coat supersede the morning coat. The latter has had considerable popularity of late, so that it is questionable whether the move will have much effect on its position. What is true, however, is that in all kinds of coats the necks are being cut lower. Backs are cut pretty closely to the figure and the waist fits in snugly. In sympathy with the tightening, the sleeves are being drawn in slightly closer. For frock coats the skirts are being made to spread slightly more than usual. The collar is silk-faced and the cuffs single. Moreover, there is no handkerchief pocket outside.

CHANGES IN TROUSERS.

There is little to report so far as evening dress is concerned. A few fads about double cuffs on shirts and double-braid on trousers are rumored, but correct evening-dress does not countenance any such remarkable changes. Trousers of all kinds are being cut as closely over the thighs as possible, and they taper slightly from the knee to the ankle. They are not cut this way to obtain any outlandish effect, but rather to secure a neat fit. As far as having braid on evening-dress trousers, its use is being pretty well discredited, as well it may be.

THE JEWELLERY RAGE.

Jewellery is being worn to an amazing extent this Fall, and, as announced last month, the topaz is the popular stone. But it is not the only stone, and pearls and diamonds are being widely used for scarf-pins and studs, as well as on cuff-links. The use of such a lavish amount of jewellery has no doubt been occasioned by the prevalence of more prosperous times and the relief due to the close of the war. However it may be viewed, it shows grave signs of being overdone.

ABSENCE OF STRIPES.

A noticeable feature among well-dressed men is the absence of stripes in all departments of dress. In cloth, herringbone, or mixture patterns are the thing. The herringbone, while in one sense it may be classified as a stripe, is yet very much on the borderland, and, when seen in a dark cloth, it has little or none of the stripe effect. Shirts and cravats likewise display an absence of the stripe design. Practically plain cloth, or cloth with small spot effects, shirts with neat designs, and cravats with patterns removed from stripes are the popular thing.

COLLARS.

Wing collars are slowly gaining in favor and are being worn a good deal in the West End. The favorite collar, as announced last month, is made with small turn-down corners, rather high up and fits in closely to the neck. It is hardly as all-around a becoming collar as the popular double collars, which are still widely sold, but on carefully-dressed men it looks fresh and out of the ordinary.

NECKWEAR.

Ascots are decidedly the correct thing just now and they are to be seen in rich designs. Subdued effects, with unassuming patterns, seem to be more in demand than anything pronounced or loud. The materials used are for the most part silks.

CUFFS.

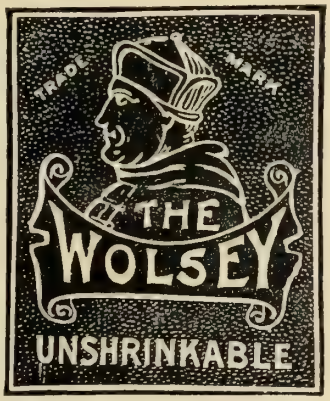
Cuffs alter so little that it is usually merely a question of whether the style is to be attached or detached cuffs. This month, however, there is a novelty to record. It is in the nature of a double cuff for evening dress-wear, something after the style of the double collar. I believe these double cuffs have been worn in the past, so that they are not a novelty in the sense that there has never been anything like them before. They are, however, a fad of the moment. Their expense, however, makes it rather doubtful whether they will be popular. Only such wealthy individuals as will be able to pay for the fine laundering necessary will be able to keep up to the style.

J. W. K.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

WE'LL HELP YOU

get the lion's share of the underwear business of your locality if you take hold with us. We ll help you in three ways : By giving you the best underwear on the market ; by giving you the best underwear advertising in the field; by giving you the same methods and working with you constantly along the same lines that have built big business for us.

Stanfield's Unshrinkable UNDERWEAR

means more to the dealer than simply so many dozens underwear on his shelves. It means business, life and energy, enthusiasm, progress, success.

DO YOU WANT OUR HELP?

The Truro Knitting Mills Co., Limited

Sole Manufacturers. TRURO, N.S.

DOMINION SUSPENDER CO.

NIAGARA FALLS

MAKERS OF

Trade D Mark

SUSPENDERS

GUARANTEED

NIAGARA NECKWEAR Co. LIMITED

NIAGARA FALLS



MAKERS OF

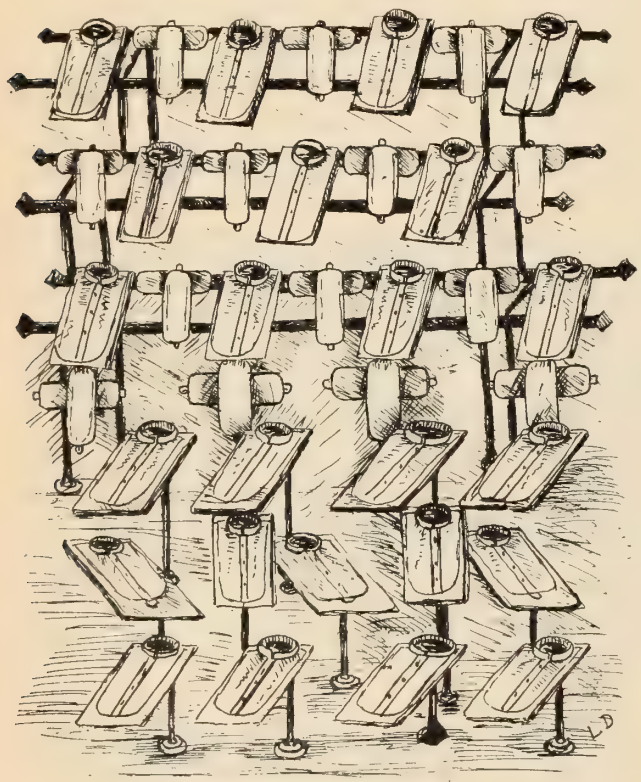
AMERICAN STYLES OF NECKWEAR

SHIRTS AND COLLARS

EXCEEDINGLY small spots and figures are a prominent feature of the patterns in fancy shirts for Spring, 1903. The arrangement of these varies; sometimes they are placed evenly over the goods, and just as frequently they are shown in groups, separated at wide intervals, but, however arranged, they present a neat, dressy appearance, which should do much for them when offered for sale.

* * *

We have before called attention to the predictions that checks and plaids will make their appearance in the Spring. As yet there is not much sign of such a pronounced departure in patterns, but it is not impossible. An American manufacturer gives his opinion that for next Fall all sorts of cross patterns will be shown, from the tinest checks to plaids.



A SHIRT WINDOW.

Buying for Spring has not been of an unusually brisk nature, but when one recalls the past Summer season it is not to be wondered at, for the cold, wet weather which prevailed right through the Summer months must have resulted in leaving a large amount of unsold stock with retailers, and they are, no doubt, loth to place in the new until some opportunity is afforded them of disposing of the old.

All things, considered, however, manufacturers have little to complain of in the way their new goods have been received. Whether heavy buyers or not at present, retailers, particularly those who cater to the "swell" trade, look upon the Spring shirts with much favor. They want the quiet, subdued effects in pattern and color, and this year such effects are being offered them in most attractive assortments.

There is a difference of opinion as to whether plain or pleated fronts will have the lead, and it is a difficult matter to determine. But to whichever is given the front place, there is little doubt but that both lines will be necessary to the dealer who aspires to keep abreast of the fashions.

* * *

Dark browns or chocolates have been slowly assuming a stronger position in the matter of colors, though in United States centres many shades of brown, from tans to the deepest tones, have been a feature for some time. Brown, as a color in fancy shirts, has not been much used, and it may go well if brought out in attractive designs. But the color itself is one of which the dry goods merchant and men's furnisher have learned by experience to be cautious about. Blacks, also, are good, and several of the new patterns have been carried out in that color, on either white or grey grounds.

The business done in collars during November, while not particularly large, was yet a great improvement over that of the month previous, and is continually assuming larger proportions as Christmas approaches.

As we mention Christmas, let us remember that collars neatly boxed and nicely displayed are an attractive object to a woman in search of a present for her husband. The comic papers have for so long impressed upon the gentler sex that the happy selection of cravats for men's wear is not their strongest point, that they are turning their attention to other lines; and collars and cuffs naturally present themselves as also suitable gifts. A well-designed display of these, combined, perhaps, with some cravats of the dealer's own selection, in plain colors—don't attempt to parade your taste in pattern-goods before a woman—will likely result well.

* * *

There is little or nothing new to say as regards shapes. The wing collar continues to grow in favor—the favor of the dressy customer—and will doubtless hold the front place among the high-class trade for Winter wear. What it will do in the Spring, when "the young man's fancy fondly turn to thoughts of" negligee shirts, small bows, and, of course, fold collars matters little. For Winter it will be good, so let us make as much of it as possible while the season for wearing it is here. This is not being done by many retailers, who are still pushing the fold collar to the front, while their stock of wing collars sells no more than moderately well.

Straight band collars are in very good demand at present. Both those shapes just meeting in front, as well as the overlapping variety, are taken. While there is always a certain demand for round points in these collars, the present demand much prefer the square points. They are not as comfortable, but who cares for that as long as they look better?

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc.

FOR CHRISTMAS TRADE WE STOCK

Dressing Gowns, English Dress Shirts and Vests,
Fancy Half-Hose, etc.

Agents for "Magic" Clasp Garters and Hose Supporters.

Dominion Agents for

Young & Rochester

Manufacturers,
LONDON, ENGLAND.

Spring 1903 Ranges Shirts and Shirtings

just received. Wait for our travellers.

French and English Prints.
Anderson's Oxfords and Zephyrs.
Latest Silk and Mercerised Stripes.

In **SUMMER VESTS** we can ensure perfect fit, and have the finest set of patterns brought into Canada.

Tress & Co.

High-class **LONDON,** Manufacturers,

HATS and CAPS

The "TRESS" Hat for Spring 1903 is now being shown.
For comfort with style, the "TRESS" Silk, cork-lined, is the correct Hat.

If not in Toronto write and arrange for our travellers to call.

Underwear

THE TIGER BRAND.



TIGER BRAND

Repeat Orders

Our stock is still in fair shape, notwithstanding the large number of orders which we are receiving, and repeats for nearly all lines will be promptly executed

The Galt Knitting Co.

Limited

GALT, ONTARIO.

MAUCHAUFFEE

TROYES, FRANCE

GOLD MEDAL (highest award) Paris Exposition, 1889
HORS CONCOURS, Paris Exposition, 1900

MANUFACTURERS OF

French Balbriggan Underwear

French Health Underwear, Unshrinkable

French Hosiery

H. JACQUIN,
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52 Wellington St. West, TORONTO

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES in all classes of HOSIERY and SHIRTS **London, England**

Men's Shirts and Drawers
" Half-Hose
" Knicker Hose
Cardigans, Sweaters, Jerseys
White and Colored Shirts and Tennis Shirts
Collars in all newest shapes
Women's and Children's Hosiery, Vests, Drawers and Combinations.

See our line before placing Fall orders.

REPRESENTATIVES FOR CANADA AND UNITED STATES

The British Import Co.

1 WEST WELLINGTON ST. (Corner Yonge) TORONTO

The fold collar, that much-admired and much-abused shape, is still the favorite with a large number of customers, and until it becomes entirely obsolete it is very likely to hold its place in their affections.

* * *

The collar manufacturing industry of Canada is thus looked upon by The Clothier and Furnisher, of New York: "Our duty rate on linen collars is 10c. per dozen and 20 per cent. ad valorem. The Dominion of Canada maintains a straight rate of 35 per cent. ad valorem against all competing countries save Great Britain, in whose favor there is a preferential shave of 33 1-3 per cent. of the established rate on all goods as well as collars. At the present moment agitation is in progress having in view an all-round increase of Canadian duties, or, at least, the elimination of the preferential shave that favor the Mother Country. With a low duty rate that savors more 'for revenue only' than for protection, and with a limited field to receive their output, the collar manufacturers of the Dominion have made a brave struggle for domestic interests following our own lead, though in a modified way, and endorsing a policy that will eventually prevail in the land over-sea to which they are bound by filial ties."

* * *

Tooke Bros., Limited, of Montreal, inform us that hundreds of dozens of colored shirts are coming through the factory daily. The workmanship and laundry work on these goods are perfect. The manufacturers of the material used in making these shirts are giving good deliveries, so that Tooke Bros. hope to have all Spring orders delivered as promised to their many customers from the Atlantic to the Pacific.

Collar buyers will do well to consider the advisability of keeping in stock a good assortment of the new styles that will be submitted to the trade shortly after the new year. That high-band collars will be in demand, no one will deny, but only in the lower inches. What will, however, claim the up-to-date buyers' attention is a well-selected range of straight-band and wing collars. Tooke Bros., Limited, of Montreal, are bringing out new styles to supply this demand. The straight and point collars will be worn by a great many, and the feeling is that buyers will do well to plare half-straight and point collars half-high banders for the coming season.

* * *

In regatta shirts, everything that is new is being shown by The W. R. Brock Co., Limited, Montreal. A good line which can be retailed at 10c. is S82.

* * *

A new double-fold collar hails from Chicago. It's a revival of a style in vogue some years ago and was specially adapted for large cravats. This model is not so closely meeting in front as the conventional fold, but has extended tips, which may be pushed aside to allow a wide four-in-hand to be tied underneath, or in case of an Ascot, the puff may be tied under the points. Tips are 2⅞ inches high and the band 1½ inches high.

HOSIERY, UNDERWEAR AND KNIT GOODS.

BUSINESS in woollen and cashmere half-hose is brisk quantities, in addition to heather mixtures and a just now, the movement including blacks in the usual number of plain shades. Fancy hosiery, however, is still selling, and from time to time new designs are brought out on the market, all following to some extent along the lines that have been popular through the Fall.

* * *

For the most part, patterns are small, and colors are quiet. Now and then the monotony is relieved by a design that may not sell well to men of taste, but at least serves the purpose of adding interest to a window display. Speaking of this, we might remark that most furnishers excelled themselves in displaying their assortments of fancy half-hose during the past Summer and Fall seasons. Designs were never more beautiful, and any window-trimmer with the least taste could produce a handsome display. This was fully taken advantage of by Canadian retailers.

* * *

Among the newest designs those on black grounds are undoubtedly much the best liked. Lace vertical stripes are frequently seen in the finer goods, and also self clockings and embroidering.

* * *

Lisle half-hose are as strong as ever. White lisles have been brought out with some degree of success on the United States market. It is a little too early as yet for their appearance here. White lace lisles are also shown, among the new patterns in them being checkerboard effects. Besides the blacks, there are grounds in several new blues and suede; also Oxford greys, tabacs, seal, and myrtle.

* * *

Heavy underwear of all classes has been selling well during the past month, including both natural wool and fleece-lined goods. Medium-weights have dropped off in sales somewhat, as is, of course, expected on the approach of Winter, but business in that line during the past season was rather better than usual, and the statement is made that there is a growing tendency to take the medium in place of the heavy-weight garments.

* * *

Another class of underwear that is coming more and more into public favor for wearing at all times of the year, and more particularly in the colder months, is the "Dr. Deimel" linen-mesh underwear. We mention the name, as there are various sorts of net or mesh underwear which might be confused with this. Without much thought on the subject we naturally think of thick, heavy undergarments for Winter, but the fact of the matter is that sales of this linen-mesh have almost doubled for the present Winter season. The hygienic properties of this porous linen-mesh cannot be doubted for an instant; it is, perhaps, the best preventive of colds that can possibly be secured in wearing apparel. At any rate, the demand is such that we consider it worthy of special mention among the various lines of underwear. The trade will do well to give attention to these garments, for there is certainly a good business to be done in them.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make **MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc**

W. H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

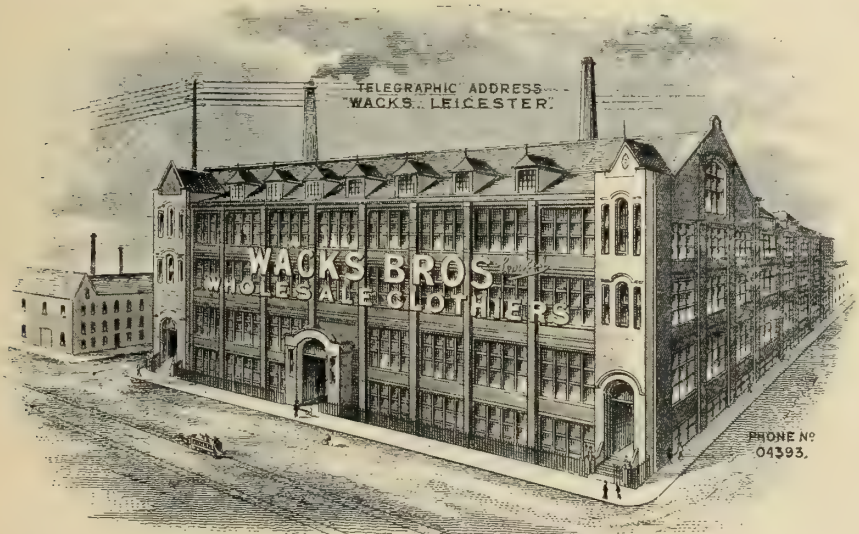
The Richard L. Baker Co.

28 Wellington St. West TORONTO, ONT.

Get your Clothing **GOOD.** Get it for nothing. **BUT** **DON'T** get it Good for nothing.

WACKS BROS, Limited

Burlington Works LEICESTER, ENGLAND.



Burlington Works, Leicester.

MANUFACTURERS OF

Well Tailored, Smart Fitting,
Up-to-Date Designs, High-Class Finish

Custom Tailoring
Gents' Serge Suits
Gents' Flannel Suits
Gents' Rainproof Coats
Boys' and Youths' Clothing
Juvenile Clothing

Lowest possible quotations to Canadian shippers.

If you appreciate well-made Tailoring, write fo our pattern book, mailed free of charge.

Wacks Bros., Limited

Burlington Works, - Leicester, England.

CONTRACTORS TO H.M.S. GOVERNMENT AND THE WAR OFFICE.

The demand for the lighter Summer underwear, particularly special lines, like the sleeveless or half sleeve garments with knee drawers, has not been very active. These goods were purchased fairly well for the Summer trade, and on account of the weather there was a considerable quantity left in stock.

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The high-class furnishers continue to show fancy silk underwear, and also silk and wool mixtures. The latter are shown in several plain colors, reds and light tans being prominent.

* * *

Pyjamas are now being given a front place by all wide-awake furnishers, and as the Christmas season is near at hand these goods go well. They should be included in all stocks for Winter, especially.

* * *

The best selling lines of fancy half hose for Spring are cotton, lisle and cashmere, with vertical embroidering in cardinal, blue and white; also drop stitch and lace, with and without embroidery. This branch of the furnishing trade is being done in a very thorough manner by Tooke Bros., Limited, of Montreal, who are showing a very large and attractive range from $2 per dozen to $6.50 in plain black cotton and cashmere; they also have a large variety in different weights and prices, with some strong numbers in silk spliced soles, heels and toes.

In underwear, The W. R. Brock Co., Montreal, are showing men's balbriggan shirts and drawers quoted at the closest prices in the market for a two-thread trouser finish. Their "Kuka" black cotton sock, to retail at 10c., is all that its name demonstrates. "Corker" is the lowest heavy-weight Hermsdorff dyed in the market, to retail at 10c. Two leaders, to retail at 25c., in black cashmere hose, are "Boss" and "800XX." The latter is a silk-spliced line.

* * *

Attention is directed to a special line of black cashmere socks, which have just arrived at John Macdonald & Co.'s, Toronto. These will retail well at 25c. The firm's range of fancy braces is also complete and may be retailed from 25 to 50c.

* * *

In men's night shirts The Wyld-Darling Co., Limited, of Toronto, have excellent values to retail at 50, 75c. and $1. Also, they have in stock boys' flannelette night shirts to retail at 50c. A special line showing in this way comprises shirts of fine white flannelette which can be retailed at $1.

For the December sorting trade the retail trade will find their stock of men's and boys' underwear, top shirts and socks well assorted in all lines. For the Christmas trade, novelties in men's fancy stiff-front shirts in very latest designs, with separate cuffs or cuffs attached and short bosoms are offered.

NECKWEAR AND MUFFLERS.

THE big thing in neckwear just at present is the four-in-hand. In this line the Japanese silk-faced derby is the leader. These silk-faced goods are taking the place to a considerable extent of the reversible ties, and are undoubtedly the leading goods.

* * *

English squares, flowing ends and puffs are all having their share of patronage. They are being sold in large shapes and in a variety of neat effects, so far as patterns are concerned. Greens are going very well, and in fact are the best of the new shades. There is also a good demand for bright stuffs and fancy checks.

* * *

A noticeable feature at present is the growing demand for tartans, which is especially heavy in New York. This is probably due to the sentiment surrounding St. Andrew's Day, though it is not unlikely that the turn for tartans has come again. Undoubtedly tartans will be worn largely next Spring, not only for neckwear but for all classes of apparel.

Higher-priced goods are selling better this Fall than ever before. The general prosperity of the country undoubtedly accounts for this to a large extent. A paucity of new shapes is also noticeable at present. The run seems to be largely on the old-established lines.

* * *

In the neckwear section of John Macdonald & Company, Limited, Toronto, a complete range of reversible and narrow derbies is in stock, which can be retailed at 25c. The stock also contains flowing ends, retailable at 25 and 50c., and graduated derbies in all the leading shapes. Special stress should be laid on the value of these goods. They are all of English make and quite different from the product of Canadian manufacturers.

* * *

The W. R. Brock Co., Montreal, are showing a new range of the latest ideas in neckwear. The colorings are all modest for this season, with soft and pretty colorings.

* * *

Reversible panel, four-in-hands, made from one piece of silk especially woven for the purpose, are said to be taking very well in New York. Another novelty in the panel class comes in serges and armures, patterned in white and gold. The designs are strikingly distinctive, somewhat on the Egyptian order.

* * *

The Christmas stock of neckwear of The W. R. Brock Company, Limited, Toronto, includes all the newest shapes and designs in puffs, knots, derbies, bows and Ascots; also Wey's popular goods, padded or cashmere squares, are to be had to retail from 25c. to $1.

* * *

In men's mufflers, The Wyld-Darling Company, Toronto, are showing a big range in fancy stripes, checks, and also in plain black mercerized cloth. They may be retailed in black from 25c. to $2. Special mention may be made of qualities in black with hemstitched borders.

Hosiery Department Specials

for Spring and Summer 1903.

"Cool Feet"

BRAND.

The best selling Hosiery Novelty on the market.



Registered Trade Mark.

"Crodye"

BRAND.

Guaranteed Fast Black, Hermsdorf Dye and Unshrinkable.

GOLF HOSE Exclusive designs, with fancy tops, at all prices. Made expressly for us in Blacks and Heavy Heather Mixtures.

MEN'S FURNISHINGS AND HABERDASHERY.

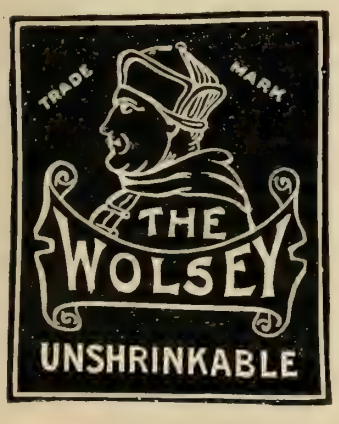
NECKWEAR—Latest and best designs : newest shapes.

SHIRTS, COLLARS, CUFFS—White Shirts, Dress Shirts, Neglige Shirts, Colored Shirts, Outing Shirts, Working Shirts. Imported Collars and Cuffs.

UNDERWEAR—SPRING, SUMMER, FALL, WINTER—Plain and Fancy Balbriggans, Silk Stripes and Mercerized Goods for Spring and Summer, 1903. Assorting Orders for Fall and Winter Lines promptly filled.

WATERSHEDS—Umbrellas and Waterproof Coats keep out the rain. We have 'em.

ENGLISH-MADE BRACES—The hand-sewn kind that give lasting satisfaction.



"Wolsey" Unshrinkable Underwear.

In this line we cannot guarantee delivery from this out, as our stock is running low, but will do the best possible with any orders received.

MATTHEWS, TOWERS & CO.

14 ST. HELEN STREET, - - MONTREAL.

MEN'S FURNISHINGS **WHOLESALE.**

GLOVES, CANES AND ACCESSORIES.

THERE has been a good movement in almost all sorts of gloves lately. With the sudden arrival of a cold snap a demand for the heavier articles sprang up, which resulted in brisk business. Tans and greys are equally in good demand at present.

The heavy reindeer gloves, fur-lined, are going well, notwithstanding that they are included in the list of the most expensive. Tans, browns, and greys, in undressed skins, are shown. There is, if anything, a preference for the tans, though in these heavy gloves, the brown shades present a very attractive appearance.

* * *

Knit gloves are being displayed in the windows of the leading city haberdashers. The whites, of last year, are still seen, and are said to be in as good demand as ever. Other plain colors, including a very bright red, have also been well received. The black grounds, having neat designs in checks, plaids and stripes, are moving out very satisfactorily. These are really handsome gloves and will be liked by all classes of customers.

Canes of dark wood, plain, but highly polished, are now among the favorite styles. The ever-popular crook handle remains a prominent feature; it is usually ornamented or tipped with delicate mounts of gold, silver, or ivory. Malacca and partridge are much used for this style. Acacia wood is also good. Mountings include plain sterling silver in coils, flat against the stick.

* * *

Tooke Bros., Limited, Montreal, give considerable attention to the small articles that go to make up a man's wearing outfit. All the new designs and patents in cuff fasteners, tie fasteners, armlets, garters, cuff-links, collar buttons, etc., are to be found amongst their samples.

* * *

For the Christmas trade John Macdonald & Company are having some very choice smoking jackets and dressing gowns coming in. These are being imported in a great variety of patterns and prices.

Features in the glove section are the firm's mocha gloves which will retail from 85c. to $2, and their kid gloves, retailable from 50c. to $1. There is also a full stock on hand of wool gloves in black, white and red.

* * *

For the Christmas trade in men's gloves, which take a prominent part in Christmas presents, The Wyld-Darling Co., Limited, Toronto, are showing some very fine lines in men's mocha gloves, imported wool linings, which can be retailed from 75c. to $2. In their special dollar-line of this glove they direct special attention to the puff at the wrist.

They also have a novelty in men's black mocha wool-lined glove. This particular line is meeting with great success, as they are scarce goods on the market.

For the boys their stock is well equipped with kid and mocha mits and gloves to retail at 50 and 75c.

* * *

In men's and boys' braces The Wyld-Darling Company, Limited, Toronto, will have for the Christmas trade a complete new stock of fancy lisle webs, medium and heavy elastic webs, both in boys' and youths' and men's, which will sell at popular prices. All are made from the very latest designs and fittings.



BOOTS AND SHOES.

THE THIRTY-FIFTH AUCTION.

ON November 13, the 35th annual sale of rubber boots and shoes was held in the rooms of Benning & Barsalou, auctioneers, at 86 and 88 St. Peter street, Montreal. The goods were sold for account of The Canadian Rubber Company, this sale having been held by the firm ever since its existence.

This year's sale was a most successful one, over 8,000 cases of rubber goods being disposed of, for which the total price amounted to nearly $100,000. An important feature was the advance in price of rubbers, as seen at this auction, when prices averaged from 10 to 20 per cent. higher than last year.

Buyers came from all over the Dominion, and it was estimated that about 400 were present. Among them were G. W. Robinson & Co., Hamilton, Ont.; London Shoe Company, London, Ont.; D. R. Rowan, Guelph, Ont.; R. Lamour & Co., Cornwall, Ont.; J. M. Humphrey & Co., St. John, N.B.; D. D. Hawthorne & Co., Toronto; D. Jacobs & Co., Sudbury, Ont.; M. Fickler & Co., Fredericton, N.B.; D. Rothschild, Sudbury, Ont.; A. Abrahamson, Kingston, Ont.; A. Markson, Alexandria, Ont.; A. Lussier & Cie, of Sorel, Que.; N. Campbell, Fredericton, N.B.; E. Dion, Valleyfield, Que.; George W. Gilmour, Waterloo, Que.; Kerr Bros., Wales, Ont.; James Robinson, J. G. Watson, J. Desmarais, A. Desmarais, F. Marcoux, J. I. Chouinard, Coutlee Freres, T. Goulet, L. Friedman & Son, Royal Shoe Company, L. Julien, F. Power, Jas. Perry, P. Chicoine, A. Corbeil, William B. Craig, C. G. David, Fogarty & Bro., Fortier & Cie, Montreal; S. W. Jacobs, Cornwall, Ont.; Mc Cullum & Lahaie, Buckingham, Que.; R. Laroque, St. Jerome, Que.; L. P. Lazure, St. Remi, Que.; Leduc & Lebel, St. Hyacinthe, Que.; Girard & Corbiere, Lacolle, Que.; J. A. Guertin, St. Hyacinthe, Que.; George Dixon, Huntingdon, Que.; J. A. Lambert, St. Lin, Que.; Leduc & Frere, Grand Mere, Que.; McLaren & Dallas, Toronto, Ont.; T. St. Jean, St. Hyacinthe, Que.; A. W. Vermilyea & Sons, Belleville, Ont.; R. Neill, Peterboro', Ont.; A. C. Gilmour, Waterloo, Que.; A. Langlois, Sorel, Que.; Callum & Lesueur, of Sarnia, Ont.; Loud & Desnoyers, Farnham, Que.; N. Menard, St. Hyacinthe, Que.; Z. Paquet, Quebec; J. H. Begin, Quebec.

The buyers were entertained at luncheon by Benning & Barsalou.

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BOOT AND SHOE ASSIGNMENT.

Holstead & Grant, boot and shoe dealers, 795 Craig street, and 460 St. James street, Montreal, have assigned on demand of James Linton & Co. The liabilities amount to about $4,500, the chief creditors being The Royal Shoe Company, $1,600, and James Linton & Co., $1,178. The assets are the stock in trade at their stores.

HATS, CAPS AND FURS

FURS THAT ARE IN VOGUE.

By L. D.

FURS are rather a necessity than a luxury in our Canadian Winters. Every year the demand for popular-priced furs increases, particularly in caperines, boas, ruffs and muffs, and as a demand for an article always stimulates the desire to supply, there is more care shown in the manufacturing, dyeing and finishing of these goods ; and consequently there is a large and varied stock of these lines to choose from.

PRICES ADVANCING.

Although the price of all furs has advanced considerably and are still advancing, certain kinds, such as lynx, seal and opossum having increased in price as much, and all first-class skins are scarce and expensive, as from 30 to 40 per cent.

The trade, so far this Fall, has been far ahead of former seasons, and undoubtedly there will be a great and satisfactory amount of business done before the close of the season. Although the weather so far has not been such as to make us think of furs, sales are very large and in bear boas, muffs and other much-wanted lines, some difficulty has been experienced in keeping up with the demand.

ALL CLASSES ARE SELLING.

Almost all classes of furs are selling, and, besides old favorites, such as seal, sable, Persian lamb, etc., there are many novelties. The chief is grey squirrel, which has only been used for the lining of cloaks, etc., since the days of our great grandmothers ; in fact, fur fashions, in common with other articles of dress, are reminiscent of the Empire and 1830 styles, and the flat caperines with long stole ends are almost a reproduction of those that were worn by the belles of those times. The newest muffs might have been copied from some old picture.

COLLARS.

The comfortable high collar, though still worn, has not the vogue of the flat effects, and most of the new fur garments leave the throat and part of the bust exposed. Some, but not the newest, coats show the high-flare collar which protects the back of the neck.

FOX FURS.

All fox furs are in demand, as they take the dye beautifully. Sable fox and blue fox are the leaders in popularity. Clusters of two tails are seen in all the different lines, but the single brush will be favored by the most exclusive trade. Long, full boas and pelerines with the single fluffy brush are considered most stylish, and in Isabella fox, with its brown tones and rich dark stripes, it makes a lovely finish for a smart Winter gown. Opossum is scarce and sable-dyed opossum is in great demand.

THE DYEING OF FURS.

has been brought to great perfection. England leads the world in the dyeing of seal and Persian lamb. France, Russia and Germany also do much trade, and our own Canadian dyers are making rapid strides in this branch of the business.

CONTRASTS IN FURS.

Most fur garments show two furs, the body of the coat being of the one and the trimmings of a contrasting fur. Thus, squirrel would be trimmed with ermine, Persian lamb, baby lamb and morie lamb, with ermine, chinchilla, sable, mink, or stone marten. The prevailing model in these coats is made with tight back and loose sack or blouse fronts, and is 24 to 26 inches in length, the sleeve flaring or bag, with turned back or cavalier cuffs. Most of the coats are confined at the waist by a fancy belt with large buckle at the back, generally of cut steel. Some of these belts are in Oriental colorings, and make a very stylish finish.

But the very latest thing, I had almost said "fad," is the use of grey squirrel. With the Parisians they are all the rage, and whole costumes are made of them, skirt coat, hat, muff, as well as all varieties of neck pieces. A long automobile coat of finely matched skins of dark grey squirrel was lined with the white and grey kinds and looked not only comfortable but stylish. Squirrel is not a very expensive fur, and is admirably adapted for misses and children's wear, as it is light of weight and durable. Indeed, it was this durability that first introduced it to notice, as it is designed to take the place of chinchilla, which is a lovely fur, but being from a tropical animal, its skin is very tender and it will not stand wet.

LATEST NOVELTIES

The cape collar and flat boas with long stole ends are the season's latest novelties, and some new and curious furs are shown in these goods. One was made of the skin of a leopard cat, and another of baby seal, just the yellowish white of the down of a baby chicken. There was a muff to match this.

MUFFS.

The shape of muff most favored now is the Empire muff. It is a most becoming departure from the round or barrel muff, being narrow at the top and curving round at the bottom, and is a much more graceful shape than the old style.

In high-grade furs the flat muff is now in most demand and many models are seen in the striped furs, such as chinchilla, mink, and sable, that show rare and beautiful workmanship. One of these muffs shown was made of beautiful rich, dark Russian sable skins. Four skins of this rare little animal went to complete the muff ; the back parts, from neck to tail, were wrapped round to form the muff, the tails and back claws forming a fringe along the bottom of the muff. Underparts of the little animals formed the rich and costly lining. With this muff was a long flat boa with pointed ends and trimmed with tails, the whole of lovely Russian sable, and the set valued at $1,500.

INFLUENCE OF THE CORONATION.

The Coronation has brought ermine into the front rank this season. It is chiefly seen in caperines, flat boas, and muffs, and as trimmings for the darker furs and grey squirrel. Some of the handsomest and most effective boas are banded at the ends with mink, and the muffs to match are made of alternate bands of mink and ermine. This is a combination that is particularly happy.

A lovely little coat shown by one of our leading furriers was a combination of these furs. The body of the

coat was of the ermine fur, and the shape was quite new. The length of the coat would be about 21 inches. The back, half-fitting, was slit up to the waist line in the middle, the fronts in the blouse style, the skirt of the coat edged with a narrow band of mink, the large square collar flat on the shoulders, and the immense revers being of the mink fur. As a finishing touch this little garment was lined with a lovely brocaded satin in a pale rose pink.

SEAL FURS KEEP THEIR PLACE.

Seal always keeps its place in the highest trade and notwithstanding the many imitations made, Alaska seal, with its rich dark fur, will never long be out of fashion. A feature of seal coats will be the ornate belts of suede or kid, daintily embroidered, some with turquoises and gold and silver thread, and others with Oriental silk and gold thread. Chinchilla and sable are the furs most used in conjunction with seal.

A NOVEL SEAL COAT.

A novel style of seal coat is tight-fitting to the waist at the back and sides with deep belt in black kid with dull silver bosses, which, fastened under the long straight fronts that formed panels, ornamented with fancy buttons of tortoise shell and silver. The circular skirt was very snugly fitted around the hips with a wide flare at the hem of the garment, which was in ¾-length. The flat, round collar, revers and cuffs were of chinchilla.

MOIRE LAMB.

Another coat something in the same style was of moire lamb, tight-fitting, with fronts slightly bloused, and very much open from waist to neck, with revers of chinchilla and round flat collar of the same fur. As in all garments nowadays the sleeve was the point of novelty ; it was tight to the elbow with a very wide and deep flare, which fell in full folds and was ornamented with a turnback cuff of chinchilla to match collar and revers. The broad, open-worked belt was of Persian embroidery and the skirt fitted tight to the hips and flared widely below. Quite a feature of these last two coats were the fancy metal buttons with which they were ornamented. These buttons are really works of art and are of silver and gilt, jewelled, and enamelled, and add much to the beauty as well as to the cost of these garments. The lining of all these coats was of rich brocaded satins in lovely pale shades.

The new fur necklets are all in the stole effect and reproduce the shapes of the chiffon boas that were new last month. Some of the newest are just bands of fur that go round the bust and with the long stole ends gathered in front with a metal clasp, and leave both back and chest without protection.

AUTOMOBILE COAT.

For automobiling there are coats of leopard skin, and most stylish of all, pony skin. These last are the height of style and are elegant. The seams are piped with red leather and fasten with leather buckles and straps down the front.

Wraps for evening wear in castor and pastel blue cloth, lined with fur and with collars and revers of mink, stone marten, or sable, are great favorites. One lovely model in deep rose pink cloth, just the color of the heart of a rose, had a lining of ivory white-corded silk and deep collar and cuffs of ermine.

* * *

IMITATION FURS.

THE high price of the better class of furs, such as sable, seal, chinchilla and other of the high-class furs has turned the attention of the manufacturers to a number of furs that have not hitherto had consideration in the trade, and some of these common furs are worked up into very effective lines. The imitations of more expensive furs are very perfect. Ermine is a very easy fur to imitate, and many mock ermine sets are sold. Foxaline is an imitation of white fox fur. Marmot is dyed to resemble sable, and mink, and a new fur, known as Chinese marten, is a close imitation of stone marten. There are many imitations of Alaska seal on the market, but by far away the best is dyed muskrat or Canadian seal, as it is known to the trade, it is a better imitation than electric seal and gives better wear. It has sold well to the Canadian trade, with trimmings of Alaska sable, imitation chinchilla and mink. Nutria is also dyed to imitate seal, and worked up with other furs into stoles, necklets and caperines, with Persian lamb and other furs.

All these goods are very smart in shape and great care is taken in their working up, the dyeing and finishing and the cut and style being a perfect imitation of the better goods.



Coat and Muff of Petit Gris (Grey Squirrel), in Russian Blouse Style with Trimmings of Persian Lamb.

Many orders have been received this Winter for cloth jackets with a fur lining, and with collars and cuffs of fur.

In better class furs the Persian lamb in the 24 and 26 inch lengths, with tight back and loose fronts and with trimmings of other furs, such as sable, ermine, mink and stone marten, has been the most popular seller. Caperines in Persian lamb and Alaska sable have sold well, in prices from $5 to $20 to the country trade.

Furs are all the rage in Paris now ; everything possible is trimmed with bands of fur and fur flounces are seen on the heavy cloth dresses. This style is more curious than either pretty or convenient, as it is too heavy and cumbersome for comfort. Bands of fur trim most of the new Winter gowns and coats. The brown furs and Persian or moire lamb are most used. Chinchilla is a favorite on black velvet.

RETURNED DEC 16 1902

"WHAT WE HAVE WE'LL HOLD."

Of Interest to Glove Buyers.



FROM LADIES' FINE LINED GLOVES
TO MEN'S HEAVY MANITOBA MITTENS.

Style - Our new Manager has had experience in Paris and other Foreign Centres; also United States and Canada.

Quality We tan our leather, and with each pair goes a policy against Imperfection, payable on demand and proof of same.

Price - Just look over samples **before you buy.** Traveller will call. We have something new in "Railroad Goods." Ask for booklet if interested

You should see my New 1903 Designs. A good many are exclusive. Patents Pending.

W. J. CHAPMAN, Trnner and Glove Manufacturer, WINGHAM.

Rutenberg & Alexandor

WHOLESALE MANUFACTURING FURRIERS,

504 St. Paul Street,
MONTREAL.

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

—AND—

Tailors' Trimmings

Cor. Victoria Sq. and St. James St.,

MONTREAL.

SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

SEASON 1903

Felt Hats, Caps and Straws.

Our representatives are now on the road with fine display of samples in

Milner
Stanley
Cooksey
Carrington

In Exclusive Styles and Colorings.

Exceptional Value in Soft Felts at $10.50, $12.00, $15.00 and $16.50.

IMMEDIATE DELIVERY—We have on hand sample dozens of the latest designs in Felts for the Fall trade which we are closing out at specially low prices. Write for samples.

James Coristine & Co., Limited

St. Paul and St. Nicholas Sts., MONTREAL.

THEIR NEW WAREHOUSE.

THE accompanying cut is of a photograph of the new building of James Coristine & Co., Limited, Montreal. As will be remembered, this firm suffered severely in the big fire of January, 1901, when the Board of Trade and many other buildings were destroyed.

This structure is on the old site, facing on three streets, St. Paul, St. Nicholas and Lemoine, and is a model one in every particular.

The foundation is of Montreal limestone, the two first storeys of Indiana sandstone and the remaining storeys of buff brick and sandstone. The general effect is chaste in the extreme. Every device that modern science can furnish is employed in rendering the building absolutely fireproof, there being no wood whatever employed in its construction except the doors and window trimmings. The warehouse covers a floor space of over 50,000 feet, and is handsomely lighted and well finished throughout.

RETURNED
DEC 12 1902



NEW WAREHOUSE OF JAMES CORISTINE & CO., LIMITED, MONTREAL.

The fur manufactory occupies the entire sixth storey with a floor space of about 16,000 feet.

Three large boilers, a 150 horse power Corliss engine and a powerful dynamo furnish light, heat and power for the entire building. There are one freight and two fast passenger elevators, the latter also serving the office section of the building in which there are over 60 offices. The main entrance on St. Nicholas street, and ground floor vestibule and hallway are in exquisite taste, the latter being finished in Carrara marble panels and pillars throughout.

The firm are already contemplating the erection of a large addition to accommodate their rapidly-increasing business which has more than doubled in three years.

* * *

HANDLING SKINS.

Exporters and manufacturers of furs have for many years received from trappers and hunters skins in poor condition, most of the complaints arising from salted skins. This is one of the mistakes a trapper must carefully avoid to realize the highest prices for his pelts. As salted skins can never be kept dry, and as damp weather affects them, they cannot be exported. The ocean air makes them wet and soggy and they spoil skins they come in contact with. Neither can good leather be made from salted skins. This also applies to deerskins, and is a mistake mostly made by local trappers and farmers. Another mistake to be avoided is killing animals out of season, before the fur has become prime. Early caught and unprime skins do not command high prices. Our advice is wait a little longer and the trapper will be amply repaid by the prices of prime skins, as skins are of more value to the entire trade when properly handled. The following is practical for all in the business: After taking off the pelt, clean off all grease and stretch, then put to dry in an airy room, never near a fire or stove. Coon, beaver, bear and wolf should be split and then stretched. Skunk, fox, mink, fisher, marten, lynx, otter, and muskrat should be cased. We know of no other product of our country that in many cases is so badly prepared for the market as raw furs. This surely should not be said of the pioneer trade of Canada.

* * *

STRAWS FOR 1903.

Leading styles in straw hats for general consumption, season 1903, will embrace specially sennets and split braids in yachts of extreme attractiveness.

Popular proportions are: 2½ x 2½, 2¾ x 2¾, 2¾ x 3, and for extreme trade, $2^{3}/_{4} \times 3^{1}/_{2}$, 3 x $2^{1}/_{2}$, 3 x $2^{3}/_{4}$, 3 x 3, $3^{1}/_{4} \times 2^{3}/_{4}$. These fine hats are trimmed with 18 and 21-ligne bands in plain black.

In soft goods, neat, genteel styles prevail in favor; the tendency is to return to set brim blocks in Milans, Shinkees and Mackinaws.

WOOLLENS AND CLOTHING

PRICES of woollens are very decidedly on the upgrade, especially in the case of fine goods. This upward movement is directly due to the long-continued drought in Australia and the consequent scarcity of wool. An advance of from 25 to 33 per cent. is anticipated in worsteds, and other lines will move up accordingly. Goods of a poorer quality, however, which can be readily manipulated will not be affected to any extent.

* * *

The general condition of November trade in woollens portended well for the Spring trade. All departments are in a healthy and normal condition. Factories are working pretty hard supplying a very fair demand and the prices are encouraging. Dealers are looking hopefully towards Manitoba and the West and anticipate doing a large business there in the near future.

* * *

The demand for Scotch suitings in stripes and fancy colors is at present brisk. In overcoatings, vicunas and cheviots in grey shades appear to be most popular. A great run has been made on silk linings for overcoats. In dress suitings, unfinished worsteds and llamas have been largely used. Wholesalers have done a very fair business in these lines lately.

* * *

There is at present a good demand for waterproof stuff for Spring overcoatings. It is not improbable that this demand will increase as the season advances, for the reason that these goods have acquired much popularity with the public and will very probably never be superseded.

* * *

Prospects for the Spring look to the popularity of Scotch tweeds in the high-class trade. Stripes, in modified forms, it is believed will be much favored. Fancy colorings will also be decidedly popular and the trade may look for a good sale of red, purple, and red and white mixtures. Buying as yet, however, is at best but haphazard and retailers are being guided largely by information afforded by the travellers.

CANADIAN WOOLLENS.

From the same spirit of antagonism that "a prophet has no honor in his own land," our Canadian woollens have always been under the ban of popular favor in Canada.

The foreign article has been the standard of excellence. This, of course, up to a recent date, has been due to the industry being in its infancy and producing only the lower grades.

The increasing universal demand for homespuns, cheviots, friezes, etc., has given the Canadian woollen trade a boom which has been taken advantage of by the manufacturers, and by producing a standard article they are competing successfully in the world's markets.

Few people, even our own Canadians, are aware of the magnitude of the woollen industry in Canada or of the high grade of material produced.

Owing to the fine working quality and the beautiful, glossy appearance of our Canadian wool it is peculiarly adapted for the production of frieze, homespun, etc., which are in such popular demand for tailored costumes in ladies' apparel and overcoatings in men's wear.

In these lines our manufacturers are able to compete successfully with all-comers, and to-day there are immense quantities sold in Australia, South Africa and almost every country in the world.

In the United States there is a vogue for Canadian woollens, and in New York and Chicago and the larger centres there is a very ready sale for them. The prices retailers ask for these Canadian woollens would astonish some of our Canadian customers. For instance, a line costing in this country 65 to 70c. and retailing at $1 would be marked to sell on the American side for $2.

Right here in Canada these same goods are bought and sold as imported stuffs, and, knowing the prejudice against the home article, we are not advising the retailer as to what he should call his wares.

The Canadian Manufacturers' Association have laid aside an appropriation of $50,000 to boom the "Made-in-Canada" idea. Part of this is to be devoted to woollens, and will, no doubt, have an effect on the demand. W. H.

NEW WOOLLEN MILL.

Amherst, N. S., is viewing with interest the progress being made in the building and equipment of the Hewson Woollen Mills, established in that town. The Hewson Woollen Mills Company was formed on September 3, with a paid-up capital of $100,000. Mr. H. L. Hewson took one-half the stock, his brother, E. E. Hewson, a large block, and associated with them were Mayor Curry, president of the car works, employing nearly 1,000 men, M. D. Pride, president of the Amherst Boot and Shoe Co., and ex-Mayor J. A. Dickey, C. E.

Construction began on September 4, and has been pushed forward rapidly. The building extends 200 feet along the railway and 100 feet back and will have a siding from which coal will be dropped at the doors of the furnaces. The high pressure of the water system at Amherst will give excellent automatic sprinkling and render the buildings practically fireproof. They have been erected large enough to accommodate machinery for turning out three times the product of any other mill in the Maritime Provinces, although at the start the space will not be more than half occupied, as the management feel that present market conditions do not warrant their filling the buildings with machinery. A careful policy on this line is doubtless a wise one, but it is the intention of the company to enlarge as the market demands. Newest and best machinery will shortly be installed and goods placed with the dealers early in the year.

PERSONALS.

Mr. Marcellin Marceau, merchant tailor, of Quebec, died on November 12.

Mr. R. J. McEwen, tailor, of Hanover, Ont., is changing the site of his business.

Mr. Neil Fergusson, the Sydney, C. B., tailor, has moved into new premises on Charlotte street.

Mr. J. H. Gordon, the popular and enterprising local manager for Thornton & Douglas, will shortly move to Stratford. Mr. Gordon came to the "Maple City" from Guelph some three years ago, and in that time he has established and built up one of the largest clothing businesses in Western Canada. Upon the recent death of the senior member of the firm, the formation of a new company resulted and Mr. Gordon was appointed a director and secretary for the company, which necessitates his living in Stratford. Mr. Gordon will leave in about two weeks, and his departure will be universally regretted in this city, where he is held in universal esteem. Mr. Gordon will be succeeded by J. H. Clark, of Hamilton, who has had an extensive experience with some of the best firms in Canada and the United States.—Chatham Planet.

Coming

Spring 1903

So are our travellers with our large range samples of

Spring Millinery

—AND—

Fancy Dry Goods.

SOME OF OUR LINES:

Straw and Chiffon Hats, Children's Silk and Muslin Headwear, Ribbons, Silks, Crapes, Grenadines, Christening Cloaks, Robes and Shawls, Fancy Flowers and Mounts, Hat Trimmings, Laces, Gimps, Veilings, Dress Trimmings, Ruffles, Ruchings, Tulles, Mechlins, Nets, Ladies' Belts, and Scarfs, plain and Fancy Chiffon, Straw Plaits, Ladies' Whitewear, Skirts, Blouses, Children's Dresses.

For Christmas Trade---Ladies' Fancy Neckwear Novelties.
For Immediate Delivery---Velveteens, Black and Colored.

CAVERHILL & KISSOCK

MONTREAL.

ALSO AT QUEBEC, OTTAWA, HALIFAX, VANCOUVER.

The Canadian Millinery Review

Features of the Trade

TRADE SITUATION.

THE trade for this season is practically over, and the orders that now come in are sorting orders for velvets, and the heavier goods. At this period it is hard to find anything that is really novel, and what few novelties there are, are the productions of individual effort on the part of the retail merchant. Of course, the season is by no means over with the retailer, and, should the weather prove favorable, he still has some weeks of profitable trading before him. The wholesalers and manufacturers are now preparing for the coming Spring and a few whispers are heard about some of the advance lines prepared.

In the straw ready-to-wear hats, the shapes follow very much on the lines of the Fall goods. The different modifications of the turban and the tricorne are most seen. Some models have the up-turned brim and the bell crown. A particularly pretty hat had a high rolling turban brim in front and came down over the hair in a blunt point at the back, the sole trimming consisting of a bow of the same straw that the hat was made of. Of two models shown one was of black with an edging in black and white fancy straw which had somewhat the effect of a strand of chenille. The other hat was of white straw and the fancy braid was of a lighter combination of black and white.

Most of the straw ready-to-wear hats appear in two tones of straw braid, thus, black and white, blue and white, brown and white, and red and white are seen.

The capeline, which has been so much worn in beavers and rough felts, makes its appearance in fancy straws for Spring and in different colorings, one of which is said to be a very deep and vivid emerald green.

Buckles and ornaments of cameos, mounted in silver and set with strass, are to be used on Spring hats. Ribbons, also, chiefly in plain colors and wide widths, are to be very important in Spring millinery. A narrow ribbon velvet applied to the edge is a new style of trimming that is expected to go in the Spring.

Many individual styles of hats are seen. Indeed, the only question about hats at present is the one of their becomingness. The large flat hats, with broad brims and flat crowns, are most worn, but small hats with up-turned brims, and medium-sized hats with decided crowns, are also worn. The pretty tricorne, covered with moire, in black or white, with black velvet strapping and feather pompom or osprey, is a novel and popular style. The plateau with the double brim is a smart style. Trimmings on hats of this style are very simple, and confined to the underbrim is a bunch of grapes and foliage or a couple of sweeping ostrich plumes in Mary Tudor style.

Large black hats in the Gainsborough style, in velvet, jet, and feathers, are favored in some trades as they match almost any style of dress. Two-toned combinations in millinery are coming to the fore, and a navy blue velvet in this style had feathers of navy and also of light blue.

Parrot and nile green are new greens to the fore, but the majority of wearers will stick to the quieter colors and shades

Fur and fur-trimmed hats have had great success. Mink and ermine are the favored furs, with squirrel for the large flat Russian turbans. Hats that are not made entirely of the fur are trimmed with the bodies as they are termed, that is, the whole skin with head, tail, and claws, of ermine, and mink. These are draped both over and around the crown and under the brim.

All hats are simpler, both in line and trimming, than in the beginning of the season. White beaver hats are quite a feature of the season.

INCREASED BUSINESS.

The travellers of Strachan Bros. are out on the road with a smart line of ready-to-wear ladies' hats in fancy straws. The business they have done has been very large for so early in the season, and everything with them points to a largely-increased trade. Turbans, mostly in two tones of straw, trimmed with flat bows, rosettes, fancy straw, and straw quills, are the leading lines. The tricorne is another good shape, and bell crowns with up-turned brims are among the leaders. Among the leading trimmings for these goods are rosettes of plaited silk.

WHAT S. F. McKINNON & CO. SAY.

"As far as the wholesale trade is concerned, the Winter season is practically over. Of course, we are still selling a great many staple lines, such as velvets, velveteens, plushes, ribbons, chiffons, louisine, and taffeta silks, sequin crowns, sequin bandeaux and trimmings; also black ostrich feathers.

"Of course, it is different with the retail trade, and, therefore, with the great majority of those who read THE DRY GOODS REVIEW. They have yet a large and heavy part of the season before them. We can, however, only speak of the past, and from our own experience are convinced that with you it has been an exceptionally good millinery season.

"Speaking of ladies' jackets. To say that there has been a big trade done in them, does not fully express it. There has been an extraordinary jacket trade, our factory running early and late for nearly three months and, notwithstanding this, we were at times from three to four months behind with our orders, and even at this date, November 28, orders continue to come in by every mail.

"While still giving strict attention to the present trade requirements, we are also looking beyond this into next season, our fifteen millinery representatives being now out on their respective routes with our complete range of Spring samples. Space will not permit of us giving a detailed description of the different lines in our collection, but can simply assure the trade that we are within the mark when saying that in extent, character and value it outweighs any previous effort made by us; and you might add that within the next three or four weeks every city, town and village from the Atlantic to the Pacific will be visited by our representatives; and that in justice to themselves every buyer in our class should see the range before procuring their Spring orders if only as educators."

HINTS TO BUYERS.

THE W. R. BROCK COMPANY, LIMITED, TORONTO.

WRAPPERETTE DEPARTMENT

This department has just secured a line of 36-inch domestic wrapperette, which formed the overmakes of wrapper manufacturers' patterns. The cloth can be retailed at 10c. a yard, though worth 15c. in the regular way. It is a fine, good-weight, plain-faced cloth with a nap back, and comes in black and white, navy and white, navy and aniline fancies, cardinal, marine, pink, and sky blue, with grounds in objects, stripes and scroll patterns. This line is not only well-adapted for children's dresses, blouses and wrappers, but is one of the best things that can be had for quilt-linings, being a full yard wide. Five yards make a large cover.

LINEN DEPARTMENT.

This department has just closed a very advantageous deal in French canvas, and, having placed a contract for many thousand pieces with one concern, are now able to offer French canvas at prices that would be interesting to any buyer, as Brock's claim that they are 15 per cent. under market prices. They come both in black and naturals, ranging from 7 to 15c.

No. A1. is a 58-inch extra heavy cream damask table linen, nice mellow finish, five different designs. It can be retailed at 25c. This is something extra good.

San Marco is a 60-inch turkey and white tabling that can be retailed for 35c., the regular wholesale price.

FLANNELETTE DEPARTMENT.

The Brock Company, Limited, Toronto, have just opened up a line of 35 and 36-inch dark grey stripes which can be retailed at 8c. a yard. They would be good value at 10c. Brock's claim this to be one of the cheapest lines of flannelettes they have offered for years. They have also closed out from the mill a 28-inch line of pale pink Saxony which can be retailed at 8c., regular price, 10c.

PRINT DEPARTMENT.

In this department enormous sales are reported in No. 77 cloth—one of the heaviest cloths in the trade. It comes in a range of over 400 patterns, consisting of regattas, light blouse stripes, light fancies, plates, lilacs, dark mixtures, scarlets, cardinal, navies, blacks and whites. This cloth can be retailed at 10c. a yard with an extra profit. A great many of Brock's customers get 12½c. for it.

H 13, 14, 15 and 16 is a light weight, extra fine, silk-finished British cloth, which comes in the very latest designs, some of the patterns being most handsome. This cloth can be retailed at 12½c., though worth in the regular way 15c. Both the above cloths, The Brock Company contracted for in grey. Hence their reason for offering them so cheap.

CARPET DEPARTMENT.

In their carpet and housefurnishing department, The W. R. Brock Company, Limited, Toronto, report the winding up of their record year, and an extraordinary increase in orders for Spring over any previous season at this date. Such expansion, they claim, is in a large measure due to the development of this, their youngest department, by earnest endeavor to discover the demands of the trade and by following up and cultivating its requirements so as to be able to lay before merchants and buyers, in city and country alike, goods suitable to their various classes of trade, and at prices certain to result in business.

In order to accomplish this it has been necessary to secure additional space, and so the department in their warehouse is practically only used as a sample room where pieces of every pattern of carpet can be seen; the regular stock, along with all floor oils and linoleums is stored outside in a warehouse specially secured for that purpose.

Amongst the 110 numbers of lace curtains which comprise their set for Spring, they draw special attention to the following lines of extra value, to retail at popular prices:

D 14 to retail at 25c. per pair.
D 17 to retail at 50c. per pair.
S 57 to retail at 65c. per pair.
S 58 to retail at 65c. per pair.
S 61 to retail at $1.00 per pair.
S 62 to retail at 1.00 per pair.
S 38 to retail at 1.25 per pair.

Forty-eight ranges of art muslins, sateens, cretonnes and an unlimited variety of frilled and fancy muslins comprise all the novelties of the coming season, and many clearing lots much below regular value.

They lay particular stress on the values of their 4-4 hemp carpets, to retail at 10, 15, 20 and 25c., and to the most exclusive range in the trade of tapestry carpets, many patterns of which are entirely confined to The W. R. Brock Company, Limited, for Canada.

In addition to the latest combinations of color and design in Brussels carpets, they have five job clearing lots—perfect goods—which they are selling at from 15 to 20 per cent. below regular price. Of unions and wools they make a larger and more attractive showing than ever heretofore. Their velvets, Axminsters, and Wiltons are also worthy of note and comparison, as are also their mats, rugs and squares of various makes, where they find an increased demand.

The popularity of linoleums, both printed and inlaid, has so largely developed that it has induced The Brock Company to extend in that direction, too, and in one quality of the former they were able to secure a stock lot in both 8-4 and 16-4, which they are in a position to offer at a considerable reduction on the regular price, but which cannot be repeated.

Amongst a very full assortment of China and Japanese mattings is included one of exceptional value, to retail at 15c., regularly sold at 20c.

Tapestry and chenille table covers and curtains are also a strong feature with them, and they have 13 ranges of 50-inch tapestry, rep and light fancy materials for drapery and covering purposes to retail at from 50c. up.

DRESS GOODS.

In their dress goods department The W. R. Brock Company, Limited, Toronto, have just opened up a large shipment of goods which are very scarce in the market and greatly in demand, consisting of black voiles, etamines, eoliennes, crepe de chine, and lace stripe silk grenadines. Orders on their books for these are being looked out and shipped as quickly as possible.

They have also passed into stock several lots of exceptionally cheap goods, the season's overmakes of different mills, which comprise a variety of qualities in coating serges, to retail at 25c., regularly sold at from 35 to 40c. Ladies' covert coatings in the new range of Spring shades. Silk and wool-blouse materials in cream and a variety of colored stripes.

Costume cheviots and peeble cheviots, to retail at 75c. and $1 respectively, are still in demand, and The Brock Company are able to meet it with their popular qualities.

In cashmeres, velours, satin cloths and albatross, they have complete stocks at old prices, including all evening shades being asked for so much at present.

Wholesale Millinery

NEXT SEASON— Our plans for the Spring and Summer Season 1903 are already above the surface, and give evidence of being much appreciated throughout the trade. We speak of the magnificent range of samples which our representatives will submit to you for inspection at an early date. In the meantime we respectfully ask you to reserve orders. It will certainly be profitable to you.

PRESENT SEASON— Your present needs have been anticipated by us. You will find us complete in all lines in demand, particularly Ribbons and Laces for Xmas Trade. Job lots in all departments, must be cleared out prior to stocktaking.

The D. McCALL CO., Limited

Special and Important.

We will, on **Thursday the 18th instant,** commence our sale preparatory to stock-taking, to be continued through the week. We must have our floor space for Spring goods, to be opened with the new year, and we will make prices which cannot fail to secure us this result. Special discounts in every line for one week only: Silk Velvets, Velveteens, Velvet Ribbons, Veilings, Laces, Embroideries, Dress Trimmings, All-over Laces, etc.

CANADA VEILING CO., 50 Bay Street, TORONTO.

THE REVIEW'S DIRECTORY OF AGENTS.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO.
Dry Goods Commission Agents.
Representing
STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains,

A. ROLAND WILLIAMS, Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.



THE W. R. BROCK COMPANY, LIMITED, MONTREAL.

DRESS GOODS.

The dress goods department of The W. R. Brock Company, Montreal, contains many attractive lines of goods suitable for present trade requirements. The firm are studying their customers' interests and keeping the department well abreast of the times.

The W. R. Brock Company, Limited, Montreal, have in stock a full range of colorings of their special venetians to retail at 50c. This cloth is extra value. Shades embrace all the most desirable and staple colorings.

Among other lines they are showing in the dress department are 51-inch metalasse cloakings, at present scarce besides a number of closing lines which will be sold goods; black and colored beavers and homespun suitings, during this month previous to stock being taken down.

Brock's silk department is well stocked with all staple lines; a very special Japanese silk is now being shown to retail at 25c., which is extraordinary good value.

The firms' travellers are now out with a full range of fancy Summer muslins and lawns. The designs and patterns are entirely new, and it will pay merchants to look through them and make their selections early in order to secure the best patterns before they are sold out.

UMBRELLAS AND WATERPROOFS.

A purchase of ladies' and men's silk umbrellas has just been passed into stock—selected for Christmas and holiday gifts. These goods have nobby handles, the very latest creations in natural wools, pearl, partridge, wood, horn, gun metal, etc. Further shipments of Brock's lines of men's waterproof and rainproof coats can now be seen in their Toronto warehouses; likewise all the newest shapes in ladies' rainproof and waterproof mantles are being shown, and merchants are laying in a good assortment for the Christmas trade.

RIBBONS AND VEILING.

For fancy work and dress purposes baby ribbons are in great demand and The Brock Company show an immense assortment of satin, moire, cord edge, and velvet ribbons in all desirable shades. The demand for neck ribbons still continues and indications point to their being as popular as ever for next Spring. The lines of these goods handled by this firm seem to be very popular. "Sellfast" retails from 15 to 20c.; "Alexandra," from 20 to 25c.; shot effects and satin duchesse, for 25c. All widths in satin and cotton back velvet ribbons in various qualities are also carried. The veilings shown by this company are the choicest productions of New York, French and Nottingham manufacturers. Black, white, magpie, jackdaw and fancies are contained in Brock's collection.

HANDKERCHIEFS

This season this firm's stock of handkerchiefs for the holiday trade is attractive. Selections from leading centres have been made and contain Swiss-embroidered, lace-trimmed, hem-stitched, picture, motto, "Excelda" and plain cambric, white in brocade silk, initial and hem-stitched silk from Yokohama.

UNDERWEAR.

"Plunder!"—This is the name of a line of fleece underwear put on the market to retail at 50c. Brock's have it in all sizes from 34 to 44 in. The fabric is a fine hair-line wool fleece. The Brock Company also have in stock all kinds, sizes and values of ladies' and children's underwear in either vests or drawers. For special lines of wool hose, customers are advised to write for sample dozens of "Bute" and "Lulu." These are two lines of underwear worth attention. "K. P."—This is the number of a line of children's fleeced shirts and drawers for girls, that are exceedingly sensible. They are elastic, warm and comfortable. "P50" and "P51" are two lines of vests of which Brock's have a few left. They are clearing these out from 25 to 33 per cent. below price.

GLOVES AND MITTS.

Ladies' and men's gloves in all kinds for Winter wear are in stock. Customers should be sure and see Brock's lines of lined kid gloves to retail at 50, 75c. and $1; also their women's colored Ringwood gloves.

SMALLWARES.

The W. R. Brock Company, Limited, Montreal, report that their knitted woollens of all kinds, toques, sashes, mitts, hoods, tam o'shanters, clouds, shawls, fascinators, bootees, infantees, ladies' Alexandra knitted jackets, with and without sleeves, children's polka jackets, etc., are having a very large sale. Customers will need to order early to be sure of early delivery.

Special attention is paid to dressmaking supplies as well as fancy goods. Their new pearl buttons will be in the hands of their travellers shortly. They state they will quote very close prices on these lines during the coming season.

The W. R. Brock Company are showing a range of chatelaine bags to retail from 25c. and upwards. Two new lines of brush binding are "Satin de Lyon" and "Mimosa." These two lines are to meet the demand for a really fine brush binding. A complete range of colorings in both lines will be carried in stock, embracing all the homespun and natural shades which are so much in demand just now.

The W. R. Brock Company are showing a very nice assortment of goods suitable for the Christmas trade, ladies' fancy collars, belts, a most extensive range of fancy lace edge and embroidered handkerchiefs, at all prices from 35c. to $6 per dozen; fancy and plain silk handkerchiefs, ladies' fancy bows and ties of all kinds, perfumed handkerchief sachets, pillow shams, bureau and washstand covers in great variety of patterns, children's embroidered silk bonnets and many other lines of fancy goods suitable for the Christmas season.

HOSIERY.

The W. R. Brock Company's hosiery department have for Spring some of the very best leaders that have ever been placed on the market. In cashmere hose they are continuing their special leader, viz.: "Triumph," 2-1-ribbed cashmere hose to retail at 5c. for the smallest and 15c. for the largest, and the double-knee line "Seller," 2-1 rib, to retail 1-in. at 10c. to largest sizes at 25c.

603, 2-1 ribbed, 604, 2-1 double-knee, 605, 1-1 double-knee are three leaders to end at a retail price of 40c. 597, 1-1 double-knee, 599, 2-1 double-knee, all ending up to retail at 50 cents.

612, 1-1 double-knee, to retail at 75c. All the above lines, we believe, are well known to the general public and The W. R. Brock Company report that they have been particularly fortunate in having large contracts placed at the old prices.

In plain cashmeres, the "Rattler," to sell at 25c., 705 for 35c., 725, 718 and "Llama," for 50c., are all old values which cannot be beaten.

In cotton hosiery The W. R. Brock Company, as usual, carry a very complete range; one or two numbers are of exceptional value. No. 40, to retail at 30c., "Pet," to retail at 10c., the "Daisy," to retail at 15c., "Gem," at 20c. and "Lady," at 25c. The above are such excellent value they are sure to interest every merchant. In cotton ribs, the "Rob," 1-1. "Roy," 4-1 rib, to retail at 15c. and "Iron" and "Knicker," to retail at 20c., are the very best value ever put on this market.

The W. R. Brock Company, Limited, Montreal, particularly ask customers to send for samples of any of these lines, or to see them in the hands of their travellers.

BY BUYING

Pewny's Kid Gloves

you get the

Latest Styles
Best Colorings
and **Surest Fits**

AND IN ADDITION

EVERY PAIR IS GUARANTEED.

S. GREENSHIELDS, SON & CO.
MONTREAL.

Sole Agents for Canada.

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,
of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square,
VICTORIA, B.C.

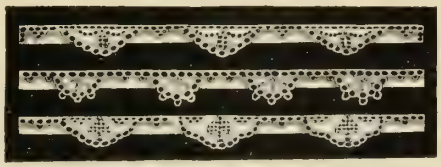
DO YOU SELL
Ladies' Neckwear?

Arlington Wins

The only house in America that has Collar Tops to burn. Who's going to come to our bonfire?



Winner Assortment
at $3.00 a gross.



Eureka Assortment
at $4.00 a gross.



No. 9446 Assortment
at 75c. a dozen.



No. 9325
at 90c. a dozen.



No. 9306 Assortment
at $1.20 a dozen.

Special Terms: 2 per cent. 10 days.

We can help you sell more by underselling your competitors.

Suppose you submit samples of Neckwear you are running on and we will furnish same 1/3 less than you are now paying for same.

Arlington Ladies' Neckwear Co.

98-100 Crosby St., **NEW YORK**

CURTAINS.

The W. R. Brock Company's Montreal representatives are now out with their full range of curtains and curtain nets for Spring, 1903. Don't fail to see them and book your orders as early as possible.

LACES AND TRIMMINGS.

The W. R. Brock Company are always in the lead with laces and ribbons of all kinds. Look at their samples and judge for yourselves; the prices speak for themselves.

The W. R. Brock Company's trimming department is now selling a line of lamb's wool and swansdown trimmings; also imitation fur trimming at a variety of prices, suitable for trimming children's jackets, cloaks, and ladies' caps, etc.

GENERAL.

Chatelaine bags are as popular as ever, and The Brock Company carry a stock of sensible, good value styles that will retail from 25c. to $3 each. Sample lots of assorted prices will be sent on application. Wool-knitted goods are now in great demand. Fascinators, honey-comb and umbrella shawls, clouds, mitts, mittens, bootees, infantees, toques, caps, tams, cardigan jackets, etc., are in stock.

To meet a growing demand for a better quality of brush binding The Brock Company have placed in stock two lines called "Brunhild" and "Satin de Chine."

For the Christmas trade they will have a large assortment of lace, applique and muslin collars in endless variety for dress purposes.

A new line of safety pins has just been passed into stock called "The Sensible," in four sizes, 1, 2, 2½ and 3. They can be retailed at a popular price and are done up in separate grosses or assorted cabinets.

Orders for any of these goods sent to the letter-order department will be promptly executed by experienced hands.

CAVERHILL & KISSOCK, MONTREAL.

For the Christmas trade Caverhill & Kissock have imported a choice assortment of ladies' fancy ties and scarves in all shades and with lace combination. There is always a demand for this class of goods, and intending purchasers would do well to see these lines.

This firm report an exceptionally heavy demand for velveteens, and as they prepared specially, are well stocked in all prices, both in black and colors, and can well attend to the orders which are coming in with the advent of the cold weather. For special value in black and colors see their "Premier 200" line." Tamoline silks, in all colors, to retail at 50c., are also having a very heavy sale.

A UNIQUE ANNOUNCEMENT.

Here is a picture of Mr. Harry Davis, who represents the Montreal Waterproof Clothing Co., on his way to the Maritime Provinces. He doesn't travel exactly like this; but the cut will give some idea of the hustling he and his firm do,



TAKING ANNOUNCEMENT CARD.

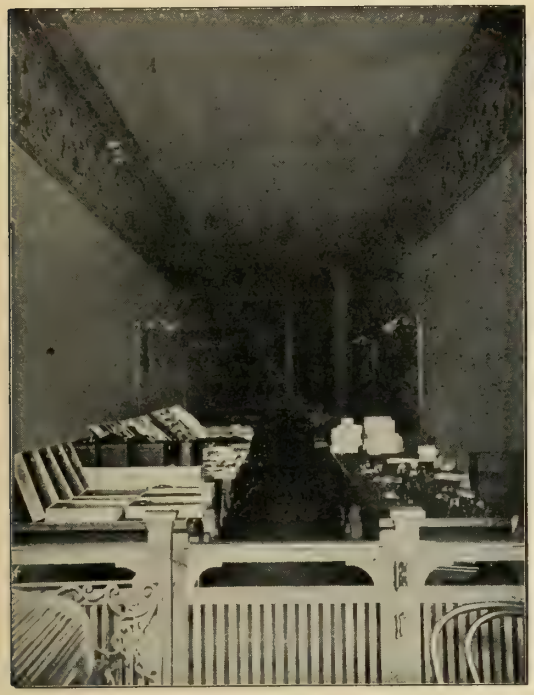
which results in their present immense business. The card has been sent out to the merchants whom Mr. Davis will call upon, by the Montreal Waterproof Clothing Company, who are always to be relied on for up-to-dateness in advertising as well as clothing. Their lines for Spring, 1903, are very attractive, and it will pay all dealers to "wait" as per the excellent advice in this announcement.

AN EARLY BIRD.

Calendar season is approaching. One of the first to make its appearance is that of Matthews, Towers & Company, Montreal, which is a very handsome production, refined and artistic in tone. The picture is a large, photo-engraving, mounted on a heavy card, 12 x 15 in. The monthly record sheets are at the bottom. Matthew, Towers & Co. have gotten out a very creditable production, which all will agree who see this calendar. Readers of "The Dry Goods Review" can get a copy of it by dropping a card to Matthews, Towers & Co., 14 St. Helen street, Montreal.

LUXFER PRISMS

The Best Improvement for Business Premises

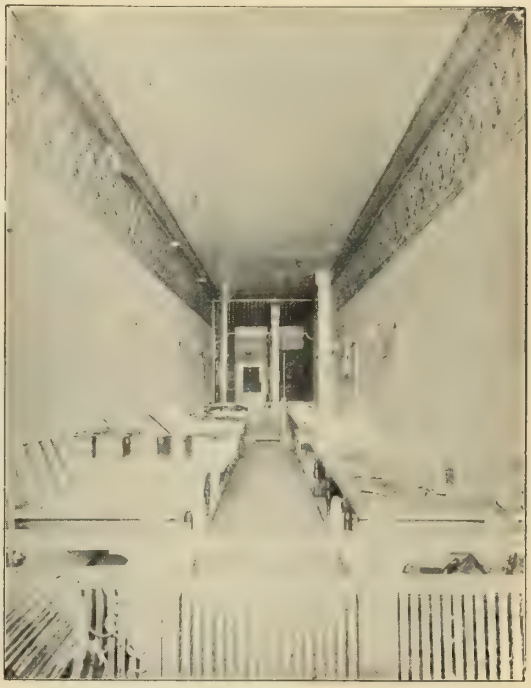


Makes dark corners light.

Makes good stocks look bright.

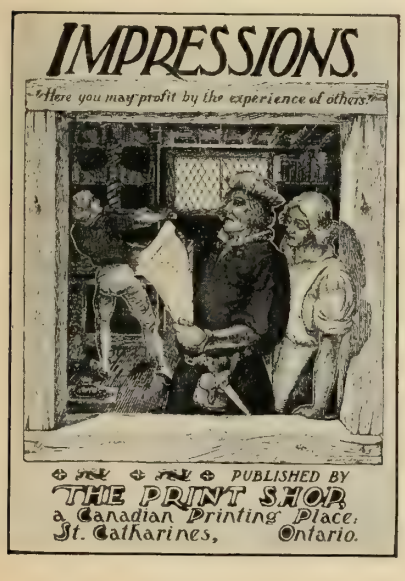
Reduces labor in showing and selling goods,

Because the goods show themselves.



CONSULT US. WE MAKE A STUDY OF LIGHTING DARK PLACES.

LUXFER PRISM CO., Limited, TORONTO.



The Right Hand of the Sales Department.

From time to time the Print Shop of St. Catharines has issued a little magazine known as "Impressions" advocating good printing and advertising.

It has met with so much success that we have decided to issue it every month and embody in its table of contents each issue special features by experts on the various phases of advertising; for instance, in the January number will be found:

Cover design by Gatchel & Manning, of Philadelphia

The Follow Up System for Advertisers by J. B. Hendrickson, the card index expert of Rochester. To the advertiser who is unacquainted with this plan this article is worth many times the subscription price. It contains information that has cost a number of firms hundreds of dollars to find out.

A Criticism of Trade Paper Advertising by Lillian Gertrude Keyes, of New York. Miss Keyes, who conducts the campaign of advertising for the Semi-Ready Clothing Company is certainly an authority whose articles will be of great value to all advertisers.

As I See It by E. St. Elmo Lewis, of Philadelphia. A great many of you have "asked Lewis about it," and you found his advice sound.

All of which should prove to be a wonderful help to your sales department.

When you consider that this publication is issued by the Print Shop, whose work as printers of De Luxe editions of advertising is so well known, it is a guarantee that each issue will inspire readers to do better and more profitable work along advertising lines.

In fact, do you know where you could spend a dollar to better advantage. Just fill out one of the coupons and send it in.

THE PRINT SHOP, ST. CATHARINES, ONT.

Kindly send sample copy of "Impressions" at no cost to me.	Enclosed find $1 for which send "Impressions" for one year to
Name.....	Name.....
Street.....	Street.....
Town.....	Town.....
Province.....	Province.....

JOHN MACDONALD & CO., LIMITED, TORONTO.

WHITE GOODS.

In their white goods section John Macdonald & Company have opened up a large shipment of Victoria lawns and India lawns and various other lines of white goods. They are showing at present two special lines of 45 inch lawns which can be retailed at 10 and 15c. They have also opened up a large shipment of embroideries, which include all the newest things in this line.

HOSIERY.

In their hosiery importations John Macdonald & Co. announce special value in their 307X and 308X, 1-1 rib, 6 fold knee hose. Notwithstanding the advance in price of cashmere yarn, these goods will still be sold at the old prices.

NOVELTY GOODS.

For the Christmas trade The Macdonald Company show some very handsome ladies' fancy collars in ivory, black, and black and white. These are the newest things on the market and look extremely well. Other novelties include fancy ribbons for the neck, covering a complete range of colors in taffeta and duchess satin.

SILKS.

John Macdonald & Company now have in stock their T5X black taffeta, which retails at 50c. They have also opened a shipment of their guaranteed black taffeta.

VELVETEENS.

A complete range of the "Imperial" brand velveteens is now on hand, covering all shades in colors and including a complete range of prices in blacks. Their stock also includes a complete range of all the fashionable shades in corduroy velveteens.

FANCY WOOLLEN GOODS.

In fancy wools, shawls and mits The John Macdonald Company's stock is most complete and a large demand for these goods is anticipated as soon as the cold weather sets in.

SKIRTS.

In their ready to wear skirts The John Macdonald Company have some special lines. One particular line of black sateen underskirts, viz., No. 101, to retail at $8.50, is considerably below the regular price and should sell well. Their No 1200 ladies' dress skirt is also in stock, and the firm will be able to supply all orders for it now. It is kept in black, dark grey and blue, and heather mixtures. The firm also show some clearing lines in dress skirts, marked down to considerably below the regular price.

WOOLLENS.

A few clearing lines for the December trade are still being held in stock by The John Macdonald Company. They include the following lines:

Mantle beavers in black, blue, brown and cardinal, to retail at 50c.

Heavy-mixture overcoatings to retail at 50c.

Golf cloakings to retail at $1.

Three-quarter all-wool Canadian tweeds, to retail at 25c.

Their stock of Winter overcoatings is still complete in grey vicunas, beavers and meltons.

A special job line in 6-4-tweed suitings, to retail at 50 and 75c., may also be noted.

STAPLES.

In this department stock taking has just been completed and The Macdonald Company are preparing to clear out some odd lines, which they are not continuing, at extremely low prices.

Two special lines of wrapperettes are being sold out at fully 15 per cent. below the regular price.

The range and assortment of prints for the Spring trade shown by this firm is declared by them to be the finest yet put on the market. Business in them so far is considerably ahead of that for last season, which was itself an extraordinary season. Travellers are out with a complete range of Spring samples, large and well-assorted, and from the way orders are coming in the outlook is promising.

A few lines in grey cottons at the old prices are still left. The Macdonald special lines in white cottons are being continued for next season. Special values in French canvases at the old prices are still on hand. These will be continued as long as the stock lasts.

THE AMERICAN SILK WAIST COMPANY, MONTREAL.

The American Silk Waist Company report themselves as being fully saisfied with the last season's trade, though since their last disastrous fire in April they had to renew their whole plant and recut their Fall patterns, hence their reason for being so late in showing their Fall samples to the trade. But, nevertheless, mostly all their customers, being well aware that first-class garments cannot be thrown out of the market, kept their orders and were not disappointed when The American Silk Waist Company's representative opened his trunks and laid out his samples, thus encouraging them to be out in the field early for the next Spring.

At present they are showing novelties for the holiday trade and are putting the finishing touches on their Spring samples, and it is delightful to any one with taste to see the American waists, skirts and jackets back to their old standard. A variety of material made up in the latest fashion, elaborately trimmed in all kinds of fancy trimming, mostly fancy handwork, entirely free of the stiff shirt collar band.

S. GREENSHIELDS, SON & COMPANY, MONTREAL.

READY-TO-WEARS.

The ready-to-wear department which was opened up by S. Greenshields, Son & Co. a few months ago has been a greater success than was anticipated, and now it is thought that room will have to be made on that floor for a considerable extension. It is certainly a very busy department at present. Among the quick-selling lines it contains is a range of Fall wrappers for sorting purposes, in good, dark patterns, to retail at $1 and $1.25; also a line of flannelette night gowns, comprising striped patterns, to retail at 50c., and pinks and blues, assorted, to retail at 75c. and $1.

BLOUSES FOR CHRISTMAS TRADE.

S. Greenshields, Son & Co. have a big range of their special taffeta silk blouse, made with tucks and hemstitching, for early delivery, in time for the Christmas trade. These blouses are perfect in fit, style and finish; colors, old rose, sky, ivory, American blue, red and black. They retail at $5. A waist similar in material, price and colors is shown with 85 pin tucks. Blacks can be had in both lines in sizes from 32 to 42.

GLOVES, ETC.

S. Greenshields, Son & Co. are having great success this year with their cashmere and wool gloves, wool mitts, toques, sashes, etc. Buyers are picking up these lines in large quantities.

DRESS GOODS

S. Greenshields, Son & Co.'s travellers have been out on the road for the past month with a number of the firm's Spring lines, and report business very good. The firm have given their Spring, 1903, dress-goods stock special care this year, and the results, to judge by their sales,

CHRISTMAS 1902.

Wishing our many patrons and friends a very Merry Christmas and a Prosperous New Year.

TOOKE BROS.
LIMITED
MONTREAL.

so far, will amply repay them for the extra attention. Voiles, challies, finettelaines and all popular dress materials for Spring were stocked in wide assortment, but in some lines so great has been the demand for their goods they have run out of certain patterns. Among the novelties which have been well received, better, in fact, than was expected of them, are the snowflake patterns, which, although shown for Spring, are even now in demand. Metallic velvets have met with a good reception, and the high-class trade have purchased well of the Scotch-plaid effects shown by this house.

TRIMMINGS.

S. Greenshields, Son & Company's ribbon department is going ahead rapidly since it was made a specialty. Both in trimmings and neck ribbons there is a great assortment to choose from. Strapping ribbons for skirt trimmings are in large variety.

S. Greenshields, Son & Co. are offering three specials in flannelette embroideries, and the values can't be beaten anywhere; prices are 2½c., 3½c. and 5c. White, cream, pink and sky are the shades. An order of a sample piece will convince anyone as to their worth.

SMALLWARES.

The demand for handkerchiefs for the Christmas trade in S. Greenshields, Son & Co.'s has been no less than remarkable this year. The stock, which includes Swiss-embroidered, plain hemstitched, initialed silk and fancy silks, has been the centre of attraction on the fifth floor, and although greatly diminished is still large and complete, the firm having placed in stock this year an enormous quantity. Prices range from 15c. to $15 per dozen. These goods are excellent for the Christmas trade.

THE WYLD-DARLING COMPANY, LIMITED, TORONTO.

The Wyld-Darling Company, Limited, Toronto, are showing a large variety of new veilings, plain nets, Chenille spots and chiffons in black, white and magpie. They offer collarettes or Swiss embroidered collar tops, put up six patterns to the dozen, to retail from 10 to 20c. each. These goods are in great demand at present.

They also show applique and lace collars, in white, cream, Arabian and black to sell from 25c. to $1.50 each. Further repeats of wide ribbons are now to hand, including all the selling shades in taffetas, liberty and moire goods. Their special line, No. 925 taffeta, may be had in three widths, as follows: 3-in., to retail at 12½c.; 3½-in., to retail at 15c. and 4-in. to retail at 20c. per yard, all colorings. There are now on hand for immediate delivery new embroideries, edgings, insertions, galoons, braidings and all-overs, in cambric or muslin goods. Special values in cartons, assorted patterns, to retail at 5, 8, 10 and 12½c.

In Spring hosiery The Wyld-Darling Company, Limited, Toronto, are offering an extra choice variety, including polka dots to retail at 25 and 50c. Open-work lace, for ladies' and children's wear, and a great assortment of ribbed goods for boys' school wear are also in stock.

STAPLES.

The Wyld-Darling Company, Limited, Toronto, are receiving large orders for their special "D. W." print, which has been found by the trade an excellent seller at 10c. This firm's grey flannel sales this year are also reported to be far in excess of those of former years. A full range of comforters is now in stock, from which the trade can make an excellent selection. Customers are advised to place their orders early for dress ginghams, as already several mills have been sold out in particular lines.

WOOLLENS.

The Wyld-Darling Company, Limited, Toronto, are at present finding the demand for Scotch suitings in stripes and fancy colors quite brisk. For overcoatings they are selling vicunas and cheviots in grey shades. These are the most popular. Besides these, black and Oxford meltons, black beavers and meltons, and venetians for fur-lined coats are in good demand. Silk linings, for overcoats, seem to be quite the popular thing this year. For dress suitings they are selling fine and unfinished worsteds and llamas, while they keep in stock silk linings to match all classes of goods.

This month the firm start out on their Spring campaign. In this business they seem to think tweeds will be the coming thing. Stripes are being asked for again, and the colorings are principally red and white mixtures. The firm continue to ask the same old prices for their staple lines.

THE GAULT BROS. COMPANY, MONTREAL

SMALLWARES.

The Gault Bros. Company are putting into their travellers' hands this month an article for which they find a growing demand, namely, a good class of brush bindings for skirts. In all-wool goods they show the "Invincible," to retail at 8c., and in mohair, the "Likesilk," to retail at 10c.

They are also shipping a large quantity of "Royal Shetland" floss, in which the stock will be kept complete till the holiday trade is over. Some specially cheap lines in Battenburg table centres are shown, which are certainly great bargains. They are selling rapidly.

The Gault Bros. Co. are in the market with an immense assortment of handkerchiefs for the Christmas trade, which are being heavily drawn upon. A big line of Swiss embroidered handkerchiefs, from 65c. to $15 and $18 per dozen, are included in this. They have secured a large job line which can be delivered early in December, and which it will well repay the trade to see. There are also special patterns in men's colored handkerchiefs, which are in great demand.

In a few days The Gault Bros. Company's stock of laces will be very much increased by some large shipments of laces for the Christmas trade. There will also be in stock a wide assortment of embroideries, to supply their customers for the January sales. In the dress trimmings this house will be well supplied in December and January, obtaining the very latest styles as soon as produced. Purchasers will get nothing here but the most desirable and carefully selected lines.

BROPHY, CAINS & COMPANY, MONTREAL.

RIBBONS AND LACE.

A range of low-priced moire ribbons, in all widths and colors, is one of the new lines shown by Brophy, Cains & Company's ribbon department. This line has largely replaced the "Cord Edge" in the English market and is pretty certain to do the same here.

"Our samples of novelties in high-class Calais Valenciennes laces are just to hand," say Brophy, Cains & Co., "and stock will be delivered early in January. These are all new patterns, confined to ourselves, and are different to the ordinary ranges shown."

Beyond doubt, the range of fancy white and black dress muslins shown by Brophy, Cains & Co. surpasses anything yet shown. Amongst later arrivals the new mercerized mattings easily take first place.

READY TO WEAR.

Amongst novelties being shown in Brophy, Cains & Company's ready-to-wear department, we notice a fine range of exclusive styles and patterns in boys' shirt waists, sailor suits, Norfolk suits, Conway suits, Conway combination

HARRIS & COMPANY

Limited

Rockwood - Ontario

MANUFACTURERS

Pure Woollen Goods

Wheeling Yarns
Overcoatings
Ladies' Suitings.

DIGNUM & MONYPENNY

Toronto and Montreal

Sole Selling Agents.

The Imperial Cloak Co.

MANUFACTURERS OF

LADIES' JACKETS
COSTUMES
CLOAKS, CAPES
CHILDREN'S REEFERS
BLOUSES
DRESS SKIRTS
AND
UNDERSKIRTS.

Office, Factory and Showrooms:
1920 to 1924 Notre Dame Street,
MONTREAL.

CHRISTMAS CHEER

WILL SOON BE HERE.



This is the last opportunity we will have of making an announcement to the dry goods trade before the Christmas season will have passed away, and we wish once more to announce that our entire stock of

Dolls, Toys, Albums, Photo Frames, Toilet Cases, China Cups and Saucers, Vases, Toy Tea Sets, Games, Sleighs, Rocking Horses, Etc.,

must be cleared off to make room for Spring goods. We have some exceptional bargains to offer for the first three weeks in December. It will pay you to write us or call and see our samples.

F. & E. W. KELK

76 York Street, - TORONTO.

PAPER BAGS



OUR NEW ADDRESS IS:

30 WEST MARKET ST.
TORONTO

DOUGLAS & RATCLIFF

suits, etc.; also a special range of frocks for "Toddlers," of from one to three years of age.

They are also showing a large assortment of embroidered and sailor collars in linen, duck, pique, etc., for boys and girls.

HOSIERY.

One of the most popular lines of cotton hosiery shown by Brophy, Cains & Co. for Spring, is their No. 327, miss?s', and 369, women's lace leg line, large sizes retailing at 25c. The finish and quality of this line equals in every respect any line of plain hose previously sold at the same price.

DRESS GOODS.

Every buyer of dress goods, every saleslady and every clerk in the retail dry goods trade in Canada should read Brophy, Cains & Company's dress goods advertisements on pages 17, 18 and 19 of this issue.

The dress-goods department of every well-appointed establisnment requires the very best judgment in the matter of selection, both as regards values and styles, and the most expensive goods are not necessarily the best sellers, even for the high-class trade. Extreme novelties are the trade winners and can only be had where they are kept. It will save both time and worry to give Brophy, Cains & Co.'s samples for Spring, 1903 a very careful scrutiny. It is only by comparison that values and styles can be ascertained and they have a few exclusive novelties for Spring that will help to suit the "hard-to-please" customer, who wants the latest at reasonable prices.

Lustres, mohairs, Sicilians and paradigms are to be correct for the Spring trade, and Brophy, Cains & Co. have a good stock of them.

It may be of some interest and benefit to the trade to know that all their lines of black and colored henriettas are in stock and more coming for the Spring trade at old prices.

To those of their customers who have had Z210 and Z212 black wool sateens they say the same lines will be in stock for Spring in all the desirable colorings at former prices.

There is a decided feeling in favor of lighter-weight fabrics for Spring and Summer gowns. The most fastidious can be suited from Brophy, Cains & Co.'s lines. The best proof can be had by writing for samples if you cannot see them with their travellers.

Lustres in white, cream and all the light shades will be much in demand for early Spring trade, and customers are advised not to delay in getting in their orders.

In conclusion, Brophy, Cains & Co. recommend the readers of "The Review" to cut out their advertisement in this issue and save it for future use.

Besides dress goods, Brophy, Cains & Co. are showing for the Christmas trade a handsome range of American silkolines, art draperies, and art tickings; also some attractive cushion covers.

They have at present a job line of flannelettes, for immediate delivery, to retail at 8 and 10c. These are all good patterns and will be found bargains.

TRADE NOTES.

Mr. J. Wesley Smith, senior member of the firm of Smith Bros., wholesale dry goods merchants, Halifax, N.S., died in that city on November 27.

Mr. J. M. Macdonald, of Winnipeg, Man., represents The American Silk Waist Co. through the Northwest Territories, Manitoba and British Columbian districts.

Mr. Thomas S. Corneill, formerly chief clerk at the Hotel Vendome, Sarnia, Ont., has taken a position as travelling representative of the firm of D. H. Bastedo & Co., Toronto, manufacturers of furs and dealers in raw furs of every kind.

W. W. Sneath has purchased the dry goods department of the Big 4-Store, Midland, Ont., and will henceforth conduct it as an independent business.

Mr. J. A. McIntosh, of the late firm of J. A. McIntosh & Son, of Guelph, Ont., has taken charge of the linen department in The Thomas C. Watkins store in Hamilton.

On November 22, Mr. S. Ubukata, manager of the wholesale silk house of K. Ishikawa & Co., Toronto, was presented by the employes and representatives of the firm with a diamond locket, accompanied by an address, expressing their good-will towards him. Mr. Ubukata left afterwards for his native land, Japan, where he will probably spend several months.

Jackson Bros., of Clinton, Ont., are offering their retail clothing business for sale. In another column their announcement will be found with details of the business. A couple of years ago this firm started to manufacture boys' clothing. So extensive has this industry become that they have decided to give up the retail department and devote themselves entirely to wholesale manufacturing. A good opening is thus made for some energetic retail man.

The Dominion Showcase Co., of Toronto, recently filled an order for 185 feet of their No. 28 floor case. This is an exceptionally large order, perhaps the largest which has ever been shipped from the city. The case is of magnificent finish of the style usually known as the "Salesman," and reflects great credit on the manufacturers. Vooght Bros., dry goods and general merchants, North Sydney, C.B., were the purchasers.

Stewart, Allan & Lemaistre, Montreal, manufacturers of "Salem" brand shirts and waists, have assigned on demand of James L. Spier. The total liabilities of the firm amount to about $45,000. There are 94 creditors, the chief ones being The Dominion Cotton Mills, $4,543; Huilburt, Mills & York, Limited, $1,352; S. Greenshields, Son & Co., $1,017; S. Hird, $2,119; The Dominion Cotton Mills Company, Limited, $1,200, on special account; L. Roessel & Co., New York, $1,070; Wm. Anderson Co., Limited, Glasgow, $1,873; Toodel, Broadhurst & Lee Company, Manchester, England, $1,596.74. The Quebec Bank, secured, $11,179.64.

The Gloria Crochet Manual, a new publication, which should prove of interest to the fancy dry goods trade, is being issued this month by F. Robertson & Co., Toronto.

This work is devoted exclusively to instructions for handmade wool crochet work, and is profusely illustrated with cuts of entirely new ideas. A special feature is that the exact quantity of wool required for each article is stated, in addition to minute directions for making, so that any lady who can handle a needle will have no difficulty in copying the articles represented. The work is gotten up in a very tasty manner, and should find a ready sale in the "fancy wools" department.

The demand for the card-writer's work and skill has greatly and rapidly increased within the past few years, on account of the general competition in advertising and display in all up-to-date stores. Clerks and window-trimmers can readily increase their earning capacity in this class of work. Artistic show-cards and price-tickets call attention and sell goods that otherwise, very often, would lay on the shelf. Neat and attractive show-cards are assistant clerks. An artistic show-card in the window speaks louder than words. Clerks and window-trimmers who are good card-writers are always in demand. They have no "dull seasons." W. Edwards, Carleton Place, Ont., advertises in this issue a book of instruction at $1, postpaid, teaching this art. It has constantly grown in patronage and public favor, and is now universally recognized as the most popular and reliable book ever placed before the public. See advertisement.

Important Notice to the Trade

So many imitations of our **"Elite" Brand of Rainproof Coats,** and **our make of Waterproof Coats** being now on the market, we beg to advise all dealers that the only genuine goods of our manufacture bear the labels below.

We beg to announce that our representatives are now covering the entire Dominion from the Atlantic to the Pacific, showing a most complete range of Waterproof and Rainproof garments for ladies and gentlemen.

It will be to your advantage not to place any orders until you have inspected our samples.

RETURNED DEC 9 1902

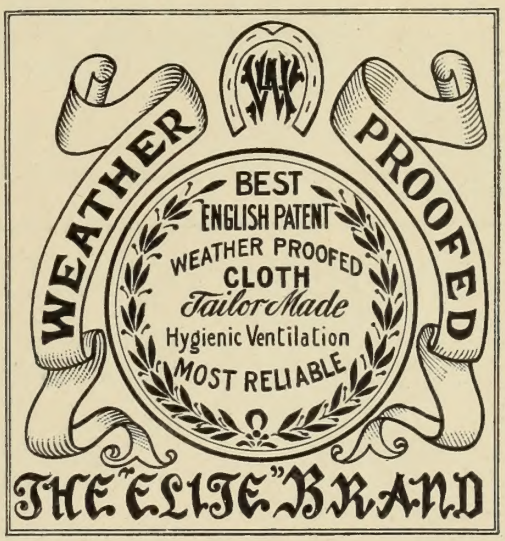
This Label is on all



our Waterproof Coats.

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This Label is on all



our Rainproof Coats.

The Old Established Brands of

Waterproof and Rainproof Clothing.

The Sole Manufacturers:

Montreal Waterproof Clothing Co.

1873 Notre Dame St., MONTREAL

WANTED

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinary Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treeted as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

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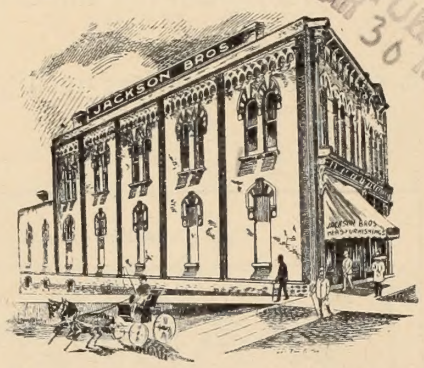
WANTED—YOUNG MAN WITH THIRTEEN YEARS EXperience in retail Dry Goods desires a position as traveller in Eastern Canada. Good character, thoroughly competent and a hustler. Address "A. B.", DRY GOODS REVIEW Office, 232 McGill St., Montreal. (12)

MEN'S FURNISHINGS AND HOSIERY—YOUNG ENGLISHman, 25, seeks situation; nine years' experience. F. G. Cox, DRY GOODS REVIEW, Toronto. (12)

TO LET—BUSINESS STAND IN GOOD TOWN—FINE OPENing for different lines of business, particularly for first-class tailor. Address, Box 25, Perth.

FOR SALE

The finest Clothing and Furnishing Business in Western Ontario.



Jackson Bros., Clinton, Ont., offer for sale their fine clothing and furnishing business; a business which has been established since 1854 and which is the best known in the Province. A fine ordered clothing trade has been done throughout Ontario, Manitoba and the North-West, and could be continued by buyer. We have done the leading trade in this section in hats and furnishings and ready-made clothing. We are retiring from business, because we are the manufacturers of the "Lion" brand boys' clothing, and our business in the wholesale has become so large that it requires all our time and attention. The store is 110 feet long, plate-glass windows, heated by coal furnaces, and is the best stand in Clinton. This cut will give some idea of the building. Can be rented for a term of years at moderate rent. For further particulars, apply at once to

JACKSON BROS., - CLINTON.

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We are headquarters for all kinds of specialties in Silverware:

STERLING SILVER NOVELTIES.
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These are all dainty goods of high quality, at moderate cost.

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Your Customers Hang Trousers On 'Em!

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A SHORT TALK
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OFTEN SAVES
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From St. John, N.B., to Bristol.

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*Carries First Cabin passengers only.

FIRST CABIN—Single, $45.00 and upwards. Round Trip, $85.50 and upwards.
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STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50 and upwards, according to steamer.

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Head Office
Toronto, Ont.

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Capital Paid Up -	1,000,000.00
Assets, over - -	2,320,000.00
Annual Income -	2,300,000.00

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J. J. KENNY, Vice-President and Man. Director.

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Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

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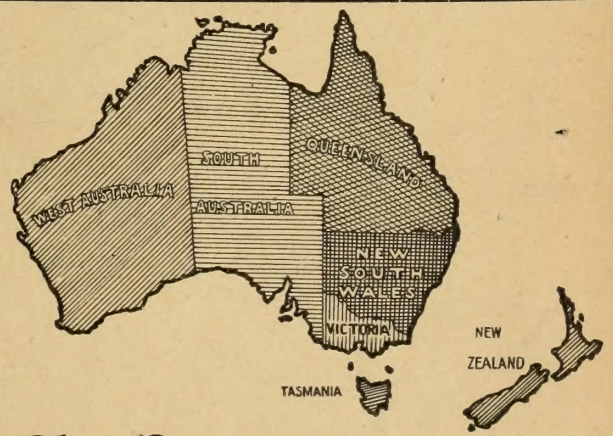
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To The Trade.

December, 1902.

OUR BUSINESS NEW YEAR.

Just one month ahead of the Calendar New Year—ours commences December 1st. A month ahead in time but cannot estimate by days or months how much we are ahead in business operations, fashions and value.

New goods are now daily arriving in great quantities from every quarter of the earth. You will find in our stock merchandise from China, Japan, France, Germany, Austria, Switzerland, Russia, Italy, Turkey, United States of America, England, Ireland, Scotland, and last but not least **CANADA.**

By the first of January our stock will be fully assorted with new goods for Spring, 1903.

We have added another season to our 106 seasons in business; another rung placed in the ladder of business prosperity, raising us another step towards the top where there is always room. Every new season brings with it more experience, more push, new ideas, safer risks, and a larger volume of business.

In our stock you will see the newest textures in Dress Goods and Woollens. The choicest fabrics in Silks, Velvets and Muslins. Thousands of patterns in Prints (kindly remember we are selling agents for Crum's), Linens of the purest fibre, Men's Furnishings for all classes. Hosiery and Gloves for everybody. Carpets and House Furnishings in the newest designs. We thank you for past favors and solicit your continued support.

John Macdonald & Co.

Wellington and Front Sts., **TORONTO.**